

# Training Strategies for Agricultural Product Online Live Streaming Sales Anchors

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**Abstract:** Under the wave of digitalization and the popularization of the Internet, the online live broadcast of agricultural products has gradually emerged and become a new driving force to promote the sale of agricultural products. To cultivate professional livestreaming of agricultural products, this paper puts forward a series of training strategies, aiming at improving the professionalism, practical ability, and market acumen of livestreaming of agricultural products, to promote the sustainable and healthy development of agricultural products e-commerce industry, and help rural revitalization and farmers' income increase. The online live broadcast anchors of agricultural products should be combined with the actual situation of their own live broadcast types. In daily training, the e-commerce anchors also need to have innovative thinking and learning abilities and be able to constantly try new live broadcast forms and content, as well as quickly learn new knowledge and skills. At the same time, they also need to have good psychological quality and coping ability, be able to flexibly respond to various emergencies in the process of live broadcasting, and maintain a professional image.

**Keywords:** Agricultural products; Network broadcast; New media; Anchors

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## 1. Introduction

Starting from 2022, with the increasingly standardized development of the e-commerce live streaming industry and the drive of new technologies such as 5G, augmented reality (AR), and artificial intelligence (AI), the field of live streaming has continued to innovate and develop, constantly exploring new business models and fields, and entering automotive, real estate, agriculture, and other fields, showing greater business potential and space for innovation.

According to the Special Research Report on the Development of China's Rural Digital Economy in 2024, the online retail sales of agricultural products in China in 2023 will reach 590 billion yuan, an increase of 11.0%. In 2023, rural online retail sales will reach 2,490 billion yuan, a year-on-year increase of 14.7%, and it is expected that its online retail sales will reach 2,871.1 billion yuan in 2025. In recent years, the growth momentum of China's

rural development has been obvious. Under a series of measures such as accelerating the improvement of rural logistics facilities and service shortcomings, rural e-commerce has developed vigorously and achieved remarkable results in the docking of agricultural production and marketing and agricultural transformation and upgrading.

In recent years, the development momentum of agricultural live broadcast has been strong, as one of the specific measures to implement the targeted poverty alleviation policy, radio and television stations, and online audiovisual platforms through “public service advertisement”, “short video”, “program +” and “live broadcast +” and other models to help poor areas to achieve product transformation, value transformation, sales transformation, expand the influence of product brands in poor areas, improve visibility.

At the same time as increasing the sales of agricultural products, the online live broadcast with goods is also chaotic. Some black anchors, false propaganda, fake traffic, selling fake products, etc., all make consumers feel discouraged when watching new live anchors, so it is difficult to produce trust. To better establish a long-term cooperative relationship, the key lies in the integrity of the farmer anchor management. Based on the current status of agricultural products, this paper gives some guidance and suggestions so that major online anchors can enhance service awareness and jointly maintain the long-term interests of both sides.

## **2. Preparation before live broadcast**

### **2.1. The necessity of text preparation**

#### **2.1.1. Copywriting should be based on facts**

The language expression of the e-commerce anchor in the live broadcast is related to the effect of the live broadcast with goods. Before the broadcast, the live broadcast team often sets the theme first, screens the products sold on the day, writes the script, and determines the process. The main broadcaster of agricultural products should prepare a detailed introduction script for each agricultural product, including the name, origin, characteristics, advantages and use methods of the product. Make sure that the knowledge of the product is in-depth and can be clearly and vividly communicated to the audience.

To have a more accurate and in-depth understanding of the products, it is suggested that merchants organize anchors to visit the production base of agricultural products, interact with farmers, and personally experience the planting, picking, and other processes of agricultural products. Such field experience activities can not only enable anchors to have a more comprehensive understanding of agricultural products, but also bring consumers a more real experience in the live broadcast.

#### **2.1.2. Make clear the key information of products**

The audio language expression of e-commerce anchors is not a simple correspondence between text and speech but a vivid, intuitive, and true reflection of the goods with goods. Anchors to convert the text into a voice language with appeal and appeal, must deeply understand, be familiar with the text content, and clear all links and processes, from the efficiency, the requirements of rapid, skilled, the quality, to have an accurate grasp of the text, especially some of the numbers, nouns, origin, welfare, price, to avoid making mistakes.

## **2.2. Preparation methods before live broadcast**

### **2.2.1. Divide the text levels and clarify the live broadcast process**

After the text is determined, the anchor should understand and clarify the content of each section of the live broadcast, further organize the natural paragraphs, and do a good job of merging and dividing. In terms of merging,

paragraphs with close internal connections are classified into one level. In terms of division, it is the division of the internal levels of a paragraph. Analyzing the script in this way will make the program process clearer and help the anchors of agricultural products express themselves methodically and clearly.

The live broadcast process is roughly divided into the opening link, product introduction link, interactive link, preferential information release link, and the end link. Anchors should make clear all the links in the preparation process.

### **2.2.2. Ensure the accuracy of voice**

Many streamers think that e-commerce anchors are not professional hosts, so it does not matter if they mispronounce words. But this is wrong. E-commerce live broadcasting is not only a platform for commodity display and sales but also an important link for audience interaction, building trust, and brand image, while misreading characters may have a bad impact on the brand, cause dissatisfaction on the brand side, and may also send wrong information. Therefore, in the process of live broadcasting, attention should be paid to the standardized expression of voice.

### **2.2.3. Prepare the background information of the product**

There is a wide variety of agricultural products, each with its own unique growing environment, planting methods, nutritional value, and other characteristics. When livestreaming with goods, the brand may also ask the anchor to tell stories related to the product, such as the brand story, the producer's anecdotes in the production process, the user's experience in the use process, the history of the product, the particularity of the product, the price comparison of the product, etc. Being familiar with the background information related to the product can also help the anchor better answer the audience's questions and concerns. During the live broadcast, if the anchor can answer these questions accurately, it can increase the trust and satisfaction of the audience and improve the interactive participation of the live broadcast.

### **2.2.4. Express the purpose clearly**

Be clear about the audience's needs. Start by understanding who the audience group is, what they care about, and what their needs and expectations are for the product. Through market research and data analysis, the anchors can more accurately grasp the needs of the audience.

First, set the target of the live broadcast. A clear goal can be set before the live stream begins. How many sales do the anchors want to achieve through this live broadcast, increase in brand awareness, increase the number of fans, etc. Setting clear goals helps anchors stay focused during the livestreaming process and can evaluate the effect of the livestreaming in real time.

Second, clearly communicate the purpose. In the process of live broadcasting, the anchor should clearly convey their purpose. The anchor can briefly introduce the theme and purpose of the live broadcast to the audience at the beginning of the live broadcast so that the audience can have an overall understanding of the live broadcast. At the same time, in the process of live broadcast, it is necessary to constantly emphasize the purpose of the live broadcast, which can make the expression and attitude more detailed and accurate but also enhance the sense of communication so that the audience can stay focused.

### **3. Expression skills during live broadcasting**

#### **3.1. Object sense**

E-commerce anchors should communicate with users, who cannot speak their own words, avoid speaking to the air, as the user is the anchor communication object. In the process of live broadcasting, anchors should clearly perceive the existence of the audience, and interact and express themselves according to the needs and interests of the audience.

First of all, the anchor should timely understand the audience's needs and feedback and understand their concerns and expectations for agricultural products. Through the data of the audience's bullet screen, comments, and purchasing behavior, the anchor can perceive the audience's interests and preferences, to adjust the live broadcast content and methods to better serve the audience <sup>[1]</sup>.

Secondly, e-commerce anchors need to establish a positive interaction and communication relationship with the audience. They can build closer ties and cultivate intimate relationships with the audience by sharing their usage tips and experiences as well as engaging in interesting interactive games. This kind of interaction and communication can enhance audience engagement and stickiness and improve the conversion rate and sales effect of live broadcasts.

#### **3.2. Accent**

In expression, words or phrases are stressed according to the purpose of the statement, thought, and emotion. In the process of live broadcasting, e-commerce anchors without professional training will have flat voice tones, lack cadence, have less prominent sentence purpose, and have incomplete logical relationships. From the perspective of the audience, it is difficult to grasp the key information of the live broadcast, and it is easy to sound distracted and boring. Therefore, anchors accurately determine the stress when carrying goods in the live broadcast, which can make the meaning clearer and accurate, the purpose of the sentences more clear, the logical relationship more organized, and the emotional color more vivid.

The types of stress can be divided into juxtaposed stress, contrastive stress, echoing stress, progressive stress, watershed stress, and emphatic stress <sup>[2]</sup>. There are also three different ways of expressing stress: high and low, fast and slow, stopping and connecting, imaginary and real. It should be noted that the use of stress should be moderate; avoid excessive use of high and low sounds or loud and small sounds so that the listener is not uncomfortable.

#### **3.3. Tone**

Tone is the sound form of a sentence governed by the state of thought and emotional movement. The proper sound form can accurately reflect the movement of thoughts and feelings. The e-commerce anchor should impress and infect users through language when introducing products and recording drainage videos.

##### **3.3.1. Positive and enthusiastic tone**

E-commerce anchors need to maintain a warm and positive tone to stimulate viewers' desire to buy. For example, when introducing a popular agricultural product, the anchor tone can add some excitement: "Everyone look at this product, the sales are very good, it is really popular!" This kind of tone is warm and generous and has a certain appeal.



### **3.3.2. A cordial and friendly tone**

During live broadcasts, a cordial and friendly tone can help e-commerce anchors build an intimate connection with their viewers. Anchors can interact with the audience with warm words, such as: “Dear audience friends, hello! Today I have brought you a very great product, I hope you like it!” This tone can bring you closer to your audience and increase intimacy <sup>[3]</sup>.

### **3.3.3. A funny and humorous tone**

In the live broadcast, proper humor can bring a relaxed and cheerful atmosphere, which can relieve the tension in the live broadcast room and keep the audience in a good mood to watch the live broadcast. Therefore, the e-commerce anchors can say some interesting things about the products, or funny stories. In some e-commerce live broadcast pictures, it is often seen that anchors fight wits and prices with merchants to benefit the audience. Such interactive design, as well as exaggerated tone actions, can deepen the audience’s impression of anchors and stimulate audience consumption.

The tone style of the anchor can be adjusted according to the live content and the reaction of the audience, and it remains flexible and changeable. In addition, anchors should pay attention to avoid exaggerating the tone to praise the quality of products so as not to make the audience resist.

## **4. E-commerce anchors need to have the basic ability**

### **4.1. Innovative way of thinking**

The way of thinking is very important in the impromptu oral expression of e-commerce anchors. In the highly competitive field of live e-commerce broadcasting, innovative thinking is a necessary ability for e-commerce anchors. Anchors need to constantly try new live broadcast forms, interactive ways, and marketing strategies to bring freshness and appeal to the audience.

#### **4.1.1. Focus on content innovation**

In the process of live broadcasting, anchors can choose unique themes, introduce fresh and interesting interactive segments, or adopt novel ways to introduce products. By offering different content, anchors can create a unique style of live streaming, thereby standing out in the highly competitive e-commerce live streaming market.

#### **4.1.2. Technological innovation**

With the development of science and technology, e-commerce anchors need to pay attention to and use the latest technological tools to improve the live streaming experience. For example, the use of virtual reality (VR) or augmented reality (AR) technology can give viewers a more intuitive understanding of the details of the product; Using artificial intelligence (AI) technology, intelligent recommendations can be made to improve shopping efficiency; Big data and algorithms can be used to more accurately understand the needs and interests of the audience, to provide personalized services.

#### **4.1.3. Marketing strategy innovation**

E-commerce anchors need to constantly explore new marketing strategies to improve conversion rates and sales. For example, it is possible to stimulate the audience’s desire to buy by holding limited-time discounts, full reduction activities, and giveaway sweepstakes.

## **4.2. The ability to improvise**

Adaptability is one of the most important abilities of e-commerce anchors. In the process of live broadcasting, there may be various unexpected situations, such as technical problems, audience questions, product problems, etc., which require anchors to have good language organization and expression skills, rich product knowledge and experience, strong psychological endurance and adaptability, to maintain the smooth progress of live broadcasting and the satisfaction of viewers.

At the same time, anchors also need to have the ability to quickly adapt to new environments and new situations and be able to flexibly respond to the changing market environment and audience needs <sup>[4]</sup>. During the live broadcast, it is necessary to pay close attention to the data of the live broadcast room, such as the number of viewers, interaction rate, conversion rate, etc., to understand the live broadcast effect and adjust the live broadcast strategy according to the data.

## **4.3. Grasp the purchasing psychology of users**

E-commerce anchors must understand the purchasing psychology of users in the process of livestreaming goods. Only by fully understanding and mastering the user's purchase psychology can we better put the words to the user's heart, and ultimately promote the placing of orders and increase sales.

### **4.3.1. The pursuit of affordable psychology**

Most consumers want to be able to get good-quality products at low prices. Therefore, e-commerce anchors can meet users' affordable psychology through coupons, limited-time discounts and other promotional methods, prompting them to place orders.

### **4.3.2. The psychology of pursuing quality**

Some users value the quality of goods more than the price. When recommending goods, anchors can highlight the brand, material, craft and other quality characteristics of the goods to meet the quality pursuit of users.

### **4.3.3. Herd mentality**

Many users are influenced by others when making a purchase, especially when seeing a lot of people buying or reviewing it well. E-commerce anchors can take advantage of this psychology to show the hot sale of goods, user evaluations, etc., to increase users' confidence in buying.

### **4.3.4. The psychology of pursuing freshness**

Users tend to be more interested in new and unique products. E-commerce anchors can recommend some new, strange, and creative goods to meet users' needs for freshness.

## **5. Advice on professional quality**

### **5.1. Continuous learning and self-improvement**

Agricultural product anchors need to have a deep understanding of the agricultural products they promote, including their growing environment, planting technology, nutritional value, market conditions, etc. Only by fully understanding the products can they deliver accurate and persuasive information to consumers.

The market for agricultural products is constantly changing, with new planting techniques and marketing

methods emerging one after another. Anchors of agricultural products need to maintain a continuous learning attitude and constantly improve their professionalism and market sensitivity.

## 5.2. Team cooperation

E-commerce anchors need to work closely with team members to complete live broadcast tasks together. Anchors need to communicate closely with the selection team, operation team, technical support team, etc., to ensure the smooth progress of live broadcasting. At the same time, anchors also need to work with team members to analyze live broadcast data and sum up experiences and lessons to continuously improve the live broadcast effect <sup>[5]</sup>.

## 5.3. Establish a good cooperative relationship

Anchors of agricultural products can establish cooperative relationships with suppliers of agricultural products, agricultural experts, etc., to jointly promote agricultural products. By cooperating with professionals, they can improve their professionalism while also providing more valuable information to the audience.

## 6. Conclusion

In the digital era, live delivery of agricultural products has become a new model to connect farmers and consumers and promote the sale of agricultural products. To cultivate excellent livestreaming of agricultural products, anchors should not only pay attention to the training of basic knowledge but also improve their livestreaming skills.

In addition, related departments need to provide practical opportunities for livestreaming and pay attention to professional development and industry dynamics to ensure that anchors can keep up with market changes and provide valuable information for consumers. By formulating and implementing scientific and effective training strategies, the department can cultivate more high-quality and professional live streamers of agricultural products, and contribute to promoting the modernization and digital transformation of the agricultural industry.

## Disclosure statement

The author declares no conflict of interest.

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