

Title: E-commerce Live-Streaming Sales Models and Strategies for Sustainable Rural Economic Development in China

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ABSTRACT

With the rise of the Internet + era, live-streaming e-commerce has emerged as an innovative digital marketing strategy, offering new opportunities for rural economic development. By integrating e-commerce platforms into rural areas, this model helps address challenges such as agricultural product oversupply, limited market access, and income stagnation among farmers. It facilitates increased sales of agricultural goods, enhances supply chain efficiency, and supports industrial transformation and upgrading. In China, live-streaming e-commerce plays a crucial role in poverty alleviation, empowering farmers with direct market access and higher revenues.

As a new driving force for rural revitalization, this study explores the role of e-commerce live streaming in promoting rural economic development, examining both its opportunities and challenges. The study also highlights how live-streaming e-commerce has become a powerful tool for boosting agricultural product branding, expanding sales channels, increasing local employment opportunities, and enhancing farmers' income. Additionally, live-streaming e-commerce has contributed to digital

rural development, talent cultivation, supply chain optimization, and agricultural product quality improvement, fostering the diversification of rural economies.

Despite its significant advantages, the study also identifies several key challenges affecting the development of rural live-streaming e-commerce. These include inconsistent product quality, low standardization, a lack of professional live-streaming teams, insufficient platform security, and weak after-sales services. Moreover, issues related to logistics infrastructure, market regulation, and overreliance on government policies pose obstacles to sustained growth of e-commerce live streaming in China.

Keyword: E-commerce live streaming, Rural economic development, Rural e-commerce

