

Research on Marketing Strategies for Agricultural Products Empowered by Short Videos on Agriculture, Countryside and Farmers

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Abstract

With the rapid development of mobile internet technology, there are more emerging creative groups in the creation of short video content. On the basis of helping "Internet plus+agriculture", "short video+immersive live broadcast" has become an important way to sell agricultural products, and how to create a "immersive scene" marketing model is an urgent problem to be solved to promote the sale of agricultural products. This article starts from the immersive live streaming of "agriculture, rural areas, and farmers" products, analyzes its development status, facing practical problems, and marketing strategies, and further explores the promotion function of immersive agricultural product marketing.

Keywords

"San Nong" short video; Immersive marketing; Live streaming of scenarios.

1. Introduction

With the continuous improvement of infrastructure construction such as "village to village connectivity", "5G", and "rural e-commerce", using short video platforms to sell agricultural products, agricultural by-products, and promote rural characteristics has become an increasing choice for rural residents. Short video platforms have the characteristics of wide dissemination range, large audience, and rapid dissemination. The short video marketing of agricultural products has diverse levels and strategies. Centered on user service, with a focus on product quality, and with situational live streaming as a cutting point, the technical level is supported by emerging technologies such as AR, VR, 360 panoramic broadcasting, and virtual anchors. The product level is mainly focused on agricultural and rural characteristic products, and the team level is supported by returning talents and professional farmers. During high traffic periods, immersive live streaming is used to market agricultural and rural products, continuously exploring their suitability for rural areas Marketing methods for agricultural products. Further deepen the promotion function of immersive agricultural product marketing through the construction of live streaming teams, marketing teams, planning teams, cultural connotation exploration, logistics support, and other aspects.

2. The Current Situation of Immersive Marketing in Short Video of "Agriculture, Rural Areas, and Farmers"

According to the 50th "Statistical Report on the Development of China's Internet" released by the China Internet Network Information Center (CNNIC) in August 2022, as of June 2022, the number of netizens in China has reached 1.051 billion, and the number of rural netizens is 293 million; The number of short video users reached 962 million, an increase of 28.05 million compared to December 2021, accounting for 91.5% of the total number of internet users. This

means that 7 out of 10 mobile internet users are using short video products. In this context, the short videos of "agriculture, rural areas, and farmers" usher in new opportunities for rural development.

As a major branch of Tiktok short videos, "three rural" short videos construct rural life scenes, show the diversified characteristics of rural scenes through immersive experience and sensory interaction experience, arouse people's memories of the countryside, win the audience's favor, and realize the transmission of rural culture in the form of scenes. Therefore, based on the scene theory, this paper analyzes the scene construction of Tiktok rural short video, and studies its value. By reflecting on the problems existing in the development of Tiktok rural short video, we can provide constructive thinking for its development, which has certain significance for the future construction of "three rural" short video. Foreign researchers have analyzed the scene construction of Tiktok rural short video, and studied its value. Through reflection on the problems existing in the development of Tiktok "three rural" short video, it provides constructive thinking for its development, which has certain significance for rural development and construction.

Immersive marketing has received high attention. Foreign researchers are paying attention to new forms of video practice and analyzing the important significance of immersive marketing in "agriculture, rural areas, and farmers" short videos for rural development and revitalization. The research aims to increase the marketing quantity of various products and promote the comprehensive development of the market. Explored the principles and current situation of emerging immersive marketing, and analyzed the deep learning neural network model. Finally, a personalized recommendation system was designed using a graph neural network model based on an immersive marketing environment. The experimental results indicate that immersive marketing can fully reflect the essential attributes and characteristics of products, improve users' shopping experience, and promote agricultural product sales. At the same time, it provides users with an immersive shopping experience and entertainment process. Foreign research provides technical references for improving the marketing process of various goods and entertainment products, which contributes to the development of marketing technology.

3. The problems in immersive marketing of short videos on agriculture, rural areas, and farmers

3.1. Short videos on "agriculture, rural areas, and farmers" have fewer options for promoting agricultural product marketing

The traditional sales method of agricultural products is too narrow, and most of them are sold offline, with a single sales channel. The main circulation channels are agricultural product wholesale markets, supermarkets, and marketing intermediaries such as individual businesses, specialized businesses, and consortia. At the same time, traditional marketing concepts are relatively weak. It is still difficult for current Chinese farmers to achieve integrated marketing concepts in the agricultural market, as the agricultural market requires three major supports: funds, technology, and information. At present, the concept of agricultural marketing layout is relatively lacking, and there is a lack of professional guidance. Both the concept and methods of domestic agricultural product marketing need to be further improved and enhanced.

3.2. Short videos of "agricultural products, rural areas, and farmers" helping to create brand effects for landmark agricultural products are relatively single

Tiktok E-commerce targeted to carry out agricultural aid activities, tracking the origin of agricultural production areas, focusing on covering 146 counties and cities in 8 provinces within a year, helping farmers and new farmers with high-quality business by means of special

assistance, training guidance, long-term large-scale operation, and supporting the industrialization of agricultural products in 69 landmarks. The topic of helping farmers on the top page of Shanhuo has been liked, commented on, and shared nearly 90 million times. Interest e-commerce not only promotes the diversified value display of rural products, but also accelerates the continuous development and "rejuvenation" of regional agricultural product brands. Yanbian rice in Jilin, Luosifen in Liuzhou in Guangxi, kiwi fruit in Shaanxi and other landmark agricultural products

On the basis of sales growth, the product continuously expands brand awareness. In addition, the platform also leverages the characteristics of global interest in e-commerce, expanding multiple channels including shopping malls, search, and store windows, providing incremental markets for agricultural products in various regions. Although multiple activities are increasingly being carried out, short video marketing activities with the theme of "agriculture, rural areas, and farmers" still need to be more diverse in order to achieve the benefits brought by short videos in other sectors.

4. The Development Path of Immersive Marketing for Short Video of "Agriculture, Rural Areas, and Farmers"

4.1. Content level: Enhancing short-term immersive marketing strategies for agriculture, rural areas, and farmers' products

The "three rural areas" refer to farmers, rural areas, and agriculture. Therefore, the three agricultural products are related to them. These products include agricultural products such as grains, oil, cotton, fruits, vegetables, medicinal herbs, etc; Handicrafts processed by agricultural producers themselves, such as straw weaving and handicrafts; Animal husbandry and fishing are also included. Compared to images and text, short videos can express content in IP format and penetrate consumers' hearts more deeply. To some extent, short videos are replacing graphics and text, bringing more possibilities to brand marketing due to their creative interaction, strong communication skills, and youthfulness. Short videos of agricultural products, by exploring product characteristics, can present brand agricultural products in a three-dimensional manner. At the same time, they can express and present the differentiation of agricultural products to users in the shortest possible time, enabling consumers to purchase and convert. It is not difficult to shoot and produce a short video of agricultural products. The existing platforms and technologies are already very mature, and the entire shooting and production can be completed by mobile phones. The key lies in the content output of the short video. Output high-quality content and continuous output is the direction of short video marketing for agricultural products. Starting from content and interests, integrate agricultural product brands into short videos; At the same time, based on social responsibility, making short videos a new force for poverty alleviation and agricultural assistance, allowing branded agricultural products to enter the market in a more intuitive and three-dimensional way, and helping to build regional agricultural product brands.

The short video on the theme of "agriculture, rural areas, and farmers" has also driven the economic development of rural areas and brought back talents for rural construction. In the micro narrative of rural short videos, rural culture can be presented and disseminated. Villagers showcase their daily life and labor in short videos, subtly constructing a rural image; The filming and recording of festival celebrations is often a representation of rural customs, culture, and concepts. In ethnic minority villages, villagers wear clothing accessories with strong ethnic characteristics, depicting the rural symbols of ethnic minorities. After watching, the audience interacts with the short video content, achieving diverse interactions between various cultures and rural culture, strengthening the transmission and exchange of rural culture, and also conducive to shaping the confidence of rural culture.

4.2. Technical aspect: Enhance the fan stickiness of immersive live streaming of short videos of agricultural products, rural areas, and farmers

Short videos of three agricultural products are a new marketing trend in recent years, in which major characteristic agricultural products rely on short videos and live streaming platforms to present agricultural product stories, growth processes, ecological environment, cultural customs, etc. more intuitively to consumers through forms such as "short videos+online celebrities+live streaming", forming new consumption scenarios. This immersive scene, with a realistic and intuitive experience, as well as the freshness brought by rural life scenes, has attracted a large number of fans to agricultural short videos. At present, the field of agriculture, rural areas, and farmers in short videos is quite popular on major live streaming platforms. Through the content creation of short videos, agricultural characteristic products are promoted with local customs, thereby helping to promote the sales of agricultural products and drive local tourism.

The explosive success of the "Three Rural" short video has given great energy to the rural revitalization strategy. The creators of short videos integrate food, agricultural techniques, and rural life, bringing more possibilities to the public in innovative forms through the highly innovative expression of short videos themselves. Short videos themselves are a tool, and the carrier of empowerment is the agricultural products with three agricultural characteristics. It is best to shoot agricultural products in their original growth site. The process of agricultural products from planting to production, and then to post-processing can all be IP based on short video content. For example, using short videos to record the growth process of gourds, as well as processing and painting on gourds, can be used as materials for IP based short video content. The content is vertical, and both video content and live streaming content should focus on the theme as much as possible. If the content is not complex and diverse, it can increase fan verticality.

4.3. User level: Utilizing short videos of agricultural products to grasp the marketing trend of the times

The online celebrity review and promotion activities for the sales of agricultural products are new measures to assist internet agriculture and serve agriculture, rural areas, and farmers. The short video on "agriculture, rural areas, and farmers" includes the subjective emotions and value judgments of the creators, creating a spokesperson for agricultural products. Use a unique person as the spokesperson for agricultural products in your hometown. Improving personal image, frequent interaction, and cultivating fan stickiness are ways to enhance the value of agricultural products.

By using short videos and live streaming, combined with stories of rural life and local agricultural products, we can bring users' love and expectations for agricultural products with our own stories. Simultaneously integrate agricultural products with other industry sectors and tie them together with related festival activities. Therefore, "short video+live streaming+agricultural products+festival activities" is a highly innovative promotion method.

The common feature of popular short videos on agricultural products is the effective use of "emotional poison". When users watch short videos, they become very engaged, laughing, sighing, angry, and crying... all because the video content triggers various emotions such as joy, anger, sadness, and joy, which in turn triggers resonance and empathy. Emotions are aroused, and the adrenaline secreted will lead users into a purchasing state, achieving immersive marketing. One is to convey happiness to users. The purchase itself is for the pursuit of a happy experience, and people are prone to making purchases in happy emotions. A short video that makes people happy, creating content and scenes that are definitely also joyful. In the short video, agricultural products and happiness are integrated, making viewers unable to resist thinking that even after eating the same three agricultural products in the short video, they can

also be happy. The second is to create emotions for users. People are moved by feeling love and kindness, and after being moved, they are more likely to release love and kindness to the outside world. In daily life, we often see this scene: seeing an old lady selling vegetables at a roadside stall, I feel very moved and immediately round the vegetable buns on the stall. The inspiring mentality and behavior of those who are deeply in adversity and constantly striving for self-improvement are even more touching. For example, short videos about the difficulty and perseverance of agricultural entrepreneurship often attract users' support and purchase. The third is to satisfy users' curiosity. A type of agricultural product that has not been experienced is more likely to arouse purchasing desire. Short videos of the three agricultural products can arouse curiosity by shooting rare varieties of agricultural products, unknown ways of producing and harvesting agricultural products, or about the little-known nutritional functions or history of the three agricultural products. For example, Li Ziqi's short video revolves around the theme of traditional Chinese food culture, with careful planning from clothing and environment to the selection of utensils. She turns her life into poetry, which is a life of paradise that has been captivating for thousands of years.

The fourth is to create a sense of satisfaction for users. Curiosity driven purchasing is due to users' dissatisfaction, and short videos that make users feel satisfied can also trigger purchasing behavior. According to the theory of "use and satisfaction", the biggest reason why users have a great interest in food broadcasting is that they can obtain a sense of satisfaction beyond the reality of eating, until their psychological and emotional satisfaction. For example, "Huanong Brothers" successfully created their own short video IP by relying on the short video creation of Bamboo Mouse, while also driving the development of Bamboo Mouse and surrounding industries.

The fifth is to trigger user identification. The "identity effect", also known as the "self person effect", is equivalent to not only acknowledging the user's viewpoint and value, but also being drawn into the circle and becoming a trustworthy "self person". After trust, purchasing becomes easier. In order to gain the recognition of viewers, short videos of agricultural products, rural areas, and farmers can enhance the output of value points while presenting visual and sound effects, or create trustworthy character designs through long-term operation. Derived from the recognition of viewpoints and people, to the recognition and purchase of agricultural products.

5. Conclusion

With the rapid pace of technological development, technology needs its carriers to achieve. Short videos and live streaming have become the driving force of the times, and they have also taken on the responsibility of spreading rural culture. To achieve the economic benefits of "agriculture, rural areas, and farmers" products, it is not only necessary to achieve immersive marketing with two-way interaction with the audience from the technical level, but also to continuously explore suitable theme content for "agriculture, rural areas, and farmers" through talent construction, cultural exploration. The construction of service guarantee and other aspects will promote the application of immersive marketing in the short videos of "agriculture, rural areas, and farmers", and promote the construction of a beautiful rural culture.

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