

The Use of New Media and Agricultural Products Marketing Methods of Rural Enterprises in China

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Abstract

This paper studies the use of new media marketing by rural enterprises to improve brand awareness and expand market share, providing new opportunities. With the popularization of the Internet and mobile devices, the application of new media is increasingly extensive, and the technology is constantly updated to promote the increase of agricultural product sales. For example, in the development stage of new media marketing of agricultural products of rural enterprises, new media marketing thinking can be established through the transformation of marketing concepts. Focus on user experience, build brand of agricultural products, and promote refined operation of new media marketing (Saarinen & Makkonen, 2021). The research methods of this paper mainly adopt the case analysis method and literature review method to deeply understand the influence of the use of new media on the marketing mode of rural enterprises. Through the case analysis of the use of new media in rural enterprises in China, the marketing effect of new media on rural enterprises is discussed. This paper puts forward the strategy and method combining the new media marketing innovation of rural enterprises, which provides positive reference for the marketing transformation of rural enterprises in central China. Rural enterprises use effective new media e-commerce platform to expand agricultural product sales channels and logistics system construction, to provide guarantee for new media marketing.

Keywords: New Media Marketing of Agricultural Products, Rural Enterprises, Marketing Mode

Introduction

New media marketing refers to the activities that enterprises or individuals use the Internet as the carrier, blog, QQ, E-mail, video and other media to display and publicize related products, so as to achieve the purpose of product promotion and brand marketing 2022. Compared with traditional marketing, new media marketing has significant advantages -- low

cost and high efficiency. After 2020, the traditional agricultural product marketing market is struggling, but the new media market is highly sought after.

According to the China Digital Rural Development Report (2022), the development level of the country's digital rural reached 39.1 percent in 2021. First, the construction of rural digital infrastructure was accelerated. Rural network infrastructure has been fully covered, and the problem of rural communications has been historically resolved. By June 2022, the Internet penetration rate in rural areas had reached 58.8 percent, narrowing the gap by nearly 15 percentage points compared with the early period of the 13th Five-Year Plan. Second, the construction of smart agriculture got off to a fast start. Major progress has been made in the research and development and application of intelligent agricultural machinery and equipment. Breakthroughs have been made in the construction of smart field farms. Digitalization, scale and standardization of livestock and poultry breeding are advancing simultaneously, and various fishery farming modes supported by digital technologies have been put into production. Third, new forms and models of rural digital economy continue to emerge. The rural delivery and logistics system has been continuously improved, rural e-commerce continues to maintain its position as the "leader" of rural digital economy, new rural business forms are booming, and the availability and convenience of rural digital inclusive financial services are constantly improving. Fourth, the efficiency of rural digital governance continues to improve.

In this context, the symbol of the sustainable development and upgrading of China's rural revitalization lies in the take-off and development of rural economy and rural industry. While providing more opportunities for the marketing of agricultural products, some new challenges and problems have also emerged (Saarinen & Makkonen, 2021). Especially in the fierce market competition environment, how to realize the expansion of sales channels, promote the promotion of social influence of agricultural products, has always been an important issue of concern to the majority of farmers. New media, as an important product of the Internet era, has its own advantages in channels and resources. The marketing model based on the new media platform can, to a large extent, rely on the powerful information transmission function of new media, so that the enterprise marketing from the past unilateral information transmission to the information interaction between merchants and consumers. In this way, consumers can participate in the marketing process to enhance their sense of consumption experience, so that they can reach a consensus with merchants on the recognition of goods. Therefore, the emergence of new media marketing model has solved this problem, but there are also some problems, which will be discussed in this paper.

The main characteristics of new media marketing of agricultural products in China include

Among traditional media, newspapers, radio and television provide text, audio and video-related information, while new media can integrate text information, audio content and video information to convey effective information to target consumer groups more efficiently and accurately. Take the orange sales in southern Gannan of China as an example. In the past, the orange sales were mainly promoted by means of the right reading policy, radio, outdoor billboards, newspapers and TV, but now many farmers can broadcast the orange picking pictures in real time, and the majority of interested consumers can order through a large live broadcast platform. This has helped farmers to save advertising costs to a great extent.

In the traditional marketing process of agricultural products, farmers can only participate in production and sales. However, in the marketing of new media, farmers can interact with target consumers through livestreaming platforms such as Douyin and learn about consumer

demands in time. In the process of rural farmers' new media live broadcasting, farmers can have real-time interaction and communication with consumers through the video live broadcasting platform, and distribute relevant coupons, so that consumers can enhance their experience.

Consumers can learn the information of agricultural products through new media such as Weibo, wechat and live streaming platforms, so that they can shop around and make purchasing decisions quickly(Xu, 2018). Traditional media can not complete two-way communication, resulting in low efficiency of agricultural products sales in the age of traditional media. The application of new media can shorten the distance between rural enterprises and customers. Through the Internet, enterprises can interact with potential customers directly, understand the needs of consumers, and launch products that meet the market demand.

Existing problems in new media marketing of agricultural products in China

Brand awareness of agricultural practitioners is weak

The types of traditional agricultural products are relatively repetitive, and some have obvious regional characteristics. In the traditional way of marketing can not highlight its advantages. Among various types of agricultural products, homogenization is serious. Many agricultural products, such as Yantai Apple and Shanxi mud monkey Peach, can be found on e-commerce platforms, which cannot be called brands but regional products. Rural entrepreneurs and farmers have a weak awareness of using existing platforms to build their own brands. They prefer to sell products on platforms, which leads to a lack of brand awareness and low market acceptance. At the same time, rural entrepreneurs rarely participate in the live broadcast, which is easy to lose the trust of the audience.

Agricultural products have low added value and high degree of production homogeneity

Traditional agricultural products have long production cycle, small profit space and serious homogeneity, and high premium is not accepted by consumers. Practitioners usually adopt penetration pricing to attract consumers. Due to the diversification of agricultural industry, most of the scale strength is low, the market competitiveness is poor; In the management of agricultural products, the quality and cost of products are very close, strong substitutability, there is excessive competition in the market. The lack of standard classification, classification and differential packaging of agricultural products makes it impossible to play the role of additional products to greatly increase the value of agricultural products, thus losing high additional profits(Richter, 2019).

Distributed distribution reduces marketing efficiency.

The traditional agricultural products are scattered, with many circulation links and long channel length. The lack of flexibility and control also greatly increases the cost of channels. In addition, due to the information asymmetry between buyers and sellers, as well as the lack of credible information, also affects the marketing efficiency and success rate of agricultural products (Margarian, 2021). In recent years, more and more agricultural practitioners begin to sell agricultural products through online marketing and e-commerce platforms, and some sales are good. However, from the overall situation, the monitoring and application of big data in agricultural information needs to be strengthened, and the application rate of network information technology in agriculture needs to be increased.

Marketing Planning means Lack of Innovation

In the current sales of agricultural products, due to the limitation of their own educational level and the lack of systematic training, practitioners cannot get rid of the traditional marketing model, and the lack of systematic marketing planning. Most practitioners blindly carry out online live broadcasting, only describe the product from the surface, and do not understand the product positioning, customer psychology, and necessary marketing knowledge. Serious homogenization of live broadcasting content is more likely to make consumers tired and fail to give play to the advantages of live broadcasting. In addition, relying too much on the existing e-commerce platforms and lacking accurate analysis of customers, it is difficult to provide effective services for customers, which will cause a large number of customer losses in the long run.

Practitioners lack professional knowledge and training of e-commerce.

Most practitioners of agricultural products are directly engaged in marketing activities such as live broadcasting of e-commerce. Although they have mastered some knowledge of agricultural products, it is not comprehensive. Moreover, live broadcast requires anchors to have strong appeal and appeal, while e-commerce requires relatively complete professional knowledge. At present, only a few agricultural products live broadcast can establish a better brand image and brand connotation, most of the lack of professional knowledge, without systematic training, it is difficult to reach the standard of a qualified e-commerce practitioner. In the long run, it will lead to poor agricultural products e-commerce marketing effect, and even affect the entire agricultural e-commerce industry.

Comparison between traditional marketing and new media marketing of rural enterprises under new media

Traditional marketing positioning of rural enterprises is fuzzy, while new media marketing audiences are more precise

Rural enterprise marketing lack of consumer demand research, and lack of clear business positioning and market segmentation, in the process of market planning and design has obvious deficiencies. Low level, repetitive lack of core competitiveness (Leick et al., 2021). Due to unclear market positioning, precision marketing cannot be well carried out and online customers of new media cannot be better served. In the era of Web3.0, innovation in technology and thinking has brought many new media, which have advantages that traditional media do not have, and can inject new vitality into rural enterprise marketing. Therefore, rural enterprises need to make use of the advantages of new media, rely on modern information means, turn to accurate marketing based on media library data, accurately analyze the market and audience, establish an information exchange system to communicate with customers, and according to these, provide personalized products and finally establish a perfect service system. To achieve the target of precision marketing for rural enterprises -- low cost, measurable and sustainable development.

Rural enterprises have single traditional marketing channels, while new media marketing expands sales channels to enrich cultural life

More rural enterprise marketing depends on government propaganda. The publicity and promotion of the government is aimed at relevant regions and creates a macro environment, which will not target specific enterprises for marketing and promotion. Enterprises can follow the government's publicity to a certain extent, but the effect is limited (Räisänen & Tuovinen,

2020). In the era of mobile Internet, short video marketing has become a normal way of social communication. Because of its relatively simple production form and process, low production threshold, strong participation and rich content coverage, short video attracts a large number of rural audiences to participate in, and plays a special role in promoting rural tourism, rural culture and rural agricultural products and agricultural and sideline products. Short videos open up new channels for rural culture dissemination and sales of agricultural products and sideline products. More importantly, they empower villagers and inspire their main awareness of rural culture and products. In this process, rural culture communication presents a trend of "decentralization", villagers become the builders and disseminators of culture, forming the bottom-up active integration participation, stimulating and enriching the vitality and heritage of rural culture.

The traditional marketing of rural enterprises relies heavily on the government, and rural enterprises lack new media marketing talents

Traditional rural enterprises rely on government policies to drive marketing, but these marketing information is relatively limited. Most rural enterprises have little knowledge of new media marketing, so they need the guidance of new media technology from experts related to new media. Most rural enterprises are located in counties or villages with remote locations, and their culture and corporate values are not clear, which has certain limitations in attracting professional talents, especially for professional marketing talents. As new media marketing of rural enterprises is a new commercial form, it has high requirements on the quality of new media talents. The establishment of new media marketing team requires professional talents related to operation, shooting, video editing and short video anchors. In line with the rural tourism marketing requirements of the talent shortage.

New media marketing strategy of Agricultural products of rural Enterprises Combined with various new media platforms, the construction of new integrated marketing channels.

In the traditional sense, the publicity and promotion of agricultural products rely on TV, radio, newspapers, etc., which has high transmission cost and poor transmission rate. In the context of the development of a variety of new media, we can use wechat and Weibo to promote agricultural products (Su & Wang, 2020). In the case of uneven supply and demand information of agricultural products, the new media network platform can realize the information connection between the supplier and the demander of agricultural products. Relying on multimedia networks, China's rural areas have built a number of agricultural products trading platforms, such as Huinong.com, Yimutian, Xinsilong, etc., on these platforms, they will comprehensively release the supply and demand information of various agricultural products, and regularly interpret the sales problems of agricultural products for those who need them.

New media marketing is an agricultural product marketing model worth trying because of the interaction between online and offline, the combination of virtual and entity. The former attracts the latter and the latter empowers the former. Taking "Funing Ecological Pork" as an example, the promotion of the brand is a classic example of resonance between online and offline. On the one hand, relying on wechat, Weibo and other online channels, "Funing Ecological pork" has rapidly increased its fans, with a sudden increase in traffic and a rapid rise in sales. On the other hand, relying on offline channels such as farms and farmsteads, Funing Eco-Pork has launched experiential marketing activities such as sightseeing Tours, dish

tasting and pig adoption, which have accumulated a good reputation for the brand. It can be seen that the interaction between online and offline is conducive to reaching consumers in an all-round way, creating a three-dimensional transmission matrix, and the marketing effect of agricultural products is remarkable.

Strengthen the management and maintenance of new media channels, and improve the new media marketing system of agricultural products

At the current stage, the new media sales environment of agricultural products in China is in a state of wild growth and disorderly development.

This objectively requires the government to provide support and help in terms of laws, regulations, policies and hardware facilities. Under the strategic background of China's rural revitalization, the Chinese government has proposed to focus on the construction of infrastructure projects such as communication networks, roads, railways and expressways in backward rural areas, which provides hardware conditions for the establishment and development of marketing system. On this basis, the government should support capital borrowing and provide low or even no-interest loans for rural enterprises so that rural enterprises have no financial control in the process of expanding operation scale and optimizing marketing methods. Constantly optimize the information network used by rural enterprises, and provide professional new media marketing talents, so that rural enterprises and farmers can master the use of new media technical books, such as live broadcast of the sowing process in the field.

Rural entrepreneurs make use of short video platforms to achieve online star effect, and the government assists in establishing brand image of agricultural products

Rural entrepreneurs are the core of rural enterprises. It is inevitable for them to actively follow the trend of The Times and participate in the development of live streaming to create star effect. "Zhang Dan", the famous person of Douyin, is a rural entrepreneur with 6 million fans. During the 31st Xinyang Tea Culture Festival, he was invited to promote agricultural and sideline products, such as Maojian, which is a local specialty, and his live video with the products has been popular on various short video media platforms. Within 2 hours of bringing goods to Xinyang Shengshijia Tea Industry Co., LTD., the sales volume reached more than 2.6 million yuan, reflecting the economic effect brought by the celebrity effect of rural entrepreneurs. For the sustainable development of rural agricultural products, establishing the image of high-quality agricultural products is the key. By taking advantage of new media marketing, the government can send some agricultural marketing experts to rural areas to take advantage of the differentiated advantages of local agricultural products, cultivate the brand image characteristics of agricultural products, and bring core competitiveness to local agricultural products. In the wave of new media marketing, the establishment and publicity of agricultural products brand is carried out by taking full advantage of the popular publicity of new media. Wechat, Weibo, Douyin, Kuaishou and other major platforms are used to publicize the production process, testing process, picking and deep processing process of agricultural products, so as to show the unique features of local agricultural products to ordinary consumers in an all-round way and establish a high-quality brand image(Chege & Wang, 2020).

At the same time, high-quality agricultural products brands should be able to establish emotional links with consumers and let the brand go deep into the hearts of consumers, so as to cultivate long-term loyal customers. In the process of building the brand of agricultural

products, the brand image can be integrated into the local historical humanistic stories, scenic spots and other elements, and the brand image can be intrinsically connected with the existing knowledge structure in the process of consumption, so as to make the brand connotation of agricultural products, so that consumers recognize the brand from the bottom of their hearts and are willing to take the initiative to promote the brand.

The government should actively cultivate e-commerce talents and carry out new media business training for rural enterprises

Under the environment of e-commerce, Internet, new media, poverty alleviation through e-commerce, and sending talents to the countryside, agricultural products sales across the country have entered a new stage. Under the diversified marketing mode of agricultural products, the characteristics of agricultural products in various regions are highlighted, therefore the agricultural products can step into the fast track of agricultural economic development with the help of the general environment of The Times, and effectively solve the realistic problem of disconnection between agricultural development and market development (Fan & Fichman, 2021)

Local governments and agricultural departments should introduce preferential policies to support the development of e-commerce live broadcasting business within their jurisdiction. For example, the establishment of an e-commerce school will provide systematic training to practitioners interested in engaging in the e-commerce industry to build a professional sales team. Integrate regional resources, attract professionals to return, and cultivate the development of agricultural products e-commerce through the construction of industrial parks. In addition, local governments should carry out marketing strategy planning for regional agricultural products at the macro level, so that they can become a new growth point to boost the economy and stimulate consumption. Use new media as the carrier to cultivate new marketing talents. The government should also conduct business training for rural enterprises and farmers to improve the anti-risk ability of new media marketing. Under the environment of e-commerce, Internet, new media, e-commerce poverty alleviation and talents going to the countryside, agricultural products sales across the country have entered a new stage. Under the diversified marketing mode of agricultural products, the characteristics of agricultural products in various regions are highlighted, so that agricultural products can step into the fast track of agricultural economic development with the help of the general environment of The Times, and effectively solve the realistic problem of disconnection between agricultural development and market development.

Rural enterprises use new media platforms to promote agricultural products through multiple channels and enhance the visibility of agricultural products

Agricultural products often lack market awareness at the beginning of marketing and brand building. At this time, if we compete for multiple new media publicity channels, we can carry out the publicity and promotion of new media agricultural products well. How to enhance the visibility of rural products and the social influence of agricultural products promotion and marketing in the county village brand arm beef in Gushan County, Henan Province with the help of township government propaganda and media platform channels. At the same time, multiple Douyin accounts were opened to record the daily shipments, the stock quantity of raw cattle, and the IP creation of individual rural entrepreneurs. In the peak season of beef sales, Wang Yun, the fifth generation successor of the rural entrepreneur arm beef, broadcast live every night to bring goods to publicize the beef products of the enterprise, which has

gained great attention in the circle of Douyin city, and promoted the increase of product sales with the power of new media. Rural entrepreneurs and farmers can release their own agricultural products information through moments of friends and short video platforms, helping people in need of agricultural products to have a comprehensive understanding of the basic information of agricultural products. The network marketing of agricultural products should follow the trend, the strategic focus to expand the product location, mining customer value and other dimensions transfer. For example, start with Internet marketing services on new media platforms. Fresh agricultural products have high requirements for storage and transportation. If we can do a good job in storage equipment, cold chain circulation, refrigerated transportation and other aspects of after-sales service, we can consolidate the customer base for secondary marketing. In addition, the marketing of agricultural products can also start from cultural marketing, experience marketing and other aspects, with considerate services to improve consumer satisfaction.

Use of multi-platform new media to expand sales channels of agricultural products for rural enterprises

In the past three years, China's strict epidemic prevention and control environment has caused great changes in the sales of agricultural products. In order to solve the display problems encountered by rural enterprises and grassroots farmers, e-commerce platforms provide strong support. Diversified new media marketing of agricultural products should be carried out to constantly expand the path of agricultural products and guarantee the economic sources of grassroots people. Oriental Selection sells agricultural products, "Oriental Selection" subdivides user portraits, and personalized marketing for users. According to Quest Mobile data, "Oriental selection" overall user portrait features distinct, female users account for nearly 70%, with the growth of New Oriental "after 80" "after 90" become its main audience group (Shen & Zeng, 2022). In view of the growing environment and educational background of such users, "Oriental Selection" personalized the live broadcast room into a classroom scene, not only equipped with classroom teaching tools, but also share the theoretical knowledge of psychology, pedagogy, physics and the latest academic research results and papers when bringing products. During the explanation, the anchors also call each other "teachers" and always answer questions outside the products. As a result, the "Oriental Selection" broadcast room often becomes an educational sharing meeting, where the anchors and teachers exchange their education and learning experiences online, creating a new e-commerce interactive platform. In the "outdoor Class" of "Oriental Selection", the anchors not only bring local agricultural products, but also share agricultural knowledge and tourism culture with the audience, and create an idyllic consumption scene with the anchors' musical instrument display and rambling delivery. In the interaction between anchors and audiences, consumers get the consumption experience of "what you see is what you get", the continuous promotion of the brand of rural areas and agricultural products is realized, and the traditional culture is also spread and carried forward, achieving the long-term development of helping farmers to revitalize and benefit farmers. Agricultural assistance services also appear on e-commerce platforms. For example, Pinduoduo set aside 500 million yuan of special agricultural subsidies to subsidize unsalable agricultural products to protect the basic economic benefits of farmers when the poverty alleviation work of e-commerce is carried out. With the strong support of various new media e-commerce platforms, more farmers can be supported and participate in the activities of relevant platforms to strengthen the deep combination of production and marketing. The operation

support based on the modern e-commerce platform can promote the marketing of agricultural products, complete the transformation of digitization and information, effectively dig out the market value behind the marketing data of agricultural products, and promote the continuous improvement of the economic benefits of China's agricultural products market. For example, many e-commerce service platforms take the initiative to carry out marketing services for agricultural products, and set up special areas for live sales of agricultural products, poverty alleviation channels and customer connection, so as to effectively connect market supplies.

Summary

Under the situation of rural revitalization strategic background and rapid development of new media, the state can give plenty of support in policy and funds. Agriculture, as our country's important foundation industry, should actively use new media technology to arm agricultural products marketing and build agricultural brands and establish agricultural brand image. It is an essential trend to use new media to reach the market. Especially for rural enterprises, the application of new media is an important part of expanding the market and improving the brand image. New media can not only improve the brand awareness of rural enterprises, but also better connect the communication between enterprises and customers. However, the application of new media also needs to be based on a deep understanding of the enterprise market, in order to better play its advantages.

In the development of rural agriculture, we should seize the development opportunity of the new media era, promote the sales of agricultural products, create a new spark with the new media marketing model, open up more new paths for the sales of agricultural products, solve the specific problems in the marketing of agricultural products, and dig out the potential value of the new media marketing of agricultural products.

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