

Research on the Demonstration and Promotion of Short Video Marketing in the Marketing Strategy of Characteristic Agricultural Products

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Abstract

Taking the short video sales of jasmine flower in Heng County, Guangxi Province as an example, this topic studies the demonstration and promotion effect of the short video marketing strategy on characteristic agricultural products. The project will obtain first-hand data through field investigation, analyze the local short video online marketing model and its success conditions, and hope to get the experience that can be popularized about the short video marketing of agricultural products, Help other farmers solve the problems of sales cost and narrow sales channels of agricultural products, improve farmers' own economic income, and provide better ideas and Enlightenment for some rural areas in Guangxi to achieve the strategic goal of Rural Revitalization.

Keywords

Short Video; Marketing; Agricultural Products; Getting Rid of Poverty and Getting Rich.

1. Research Background

With the continuous upgrading of smart phone functions, the popularization of 4G network and Wi Fi wireless network, the promotion of 5g network, and the social technology of mobile short video changing with each passing day, short video came into being after combining the characteristics of social networking and smart phone. According to statistics, the number of short video users in China has reached 594 million, accounting for 74.19% of the total number of Internet users. The rapid development of short video has also further filled the "information gap" between urban and rural areas, and ushered in new opportunities for the development of rural e-commerce. Under the influence of new media technology, great changes have taken place in the way people transmit information and consume: fragmented, interactive and entertaining information communication has gradually become the mainstream trend. The way people receive and interpret information has inspired the transformation of marketing methods. Therefore, short video marketing based on the Internet has become a new outlet of marketing methods. At the same time, short video marketing has the advantages of lower publicity cost and faster communication speed, and its application in the agricultural product market is more important.

At present, China's agricultural products are affected by the relationship between supply and demand, and the price fluctuates greatly. Due to the problems of decentralized operation of farmers, low degree of scale and backward circulation of agricultural products in rural areas, the contradiction between production and marketing of agricultural products is prominent, and the problem of "difficult to sell" occurs frequently in the harvest season of agricultural products in many places. On the one hand, it is difficult for farmers to obtain effective market demand information during production. On the other hand, consumers do not understand the real information of agricultural products when purchasing. There are problems such as information asymmetry between farmers and final consumers, which seriously affect farmers' production enthusiasm and consumers' purchase enthusiasm. At a special time of the epidemic, one of the

basic links in prevention and control is to pay close attention to agricultural production and ensure the supply of important agricultural products such as grain and "vegetable basket".

2. Research Purpose

Jasmine flower in Hengxian County is a specialty of Hengxian County, Guangxi Zhuang Autonomous Region. It is also a national geographical indication product of China. Through on-the-spot investigation on the short video sales of jasmine in Heng County, Guangxi Province, understand the online marketing strategy and successful conditions of applying the short video platform, summarize the more generally applicable agricultural product marketing strategy, and play the role of promotion and demonstration, so as to provide a set of successful experience for the sales of characteristic agricultural products in other regions, and reduce the survival pressure of farmers to a certain extent Alleviate the unsalable problem of characteristic agricultural products. It can not only promote agricultural and sideline products and help people get rid of poverty and become rich, but also promote rural revitalization, which plays an important role in promoting the development of rural economy.

3. Research Status and Development Trends at Home and Abroad

The existing domestic literature mainly theoretically analyzes the development status and characteristics of short video platform, as well as some modes, means, advantages and disadvantages of short video marketing, such as: "Although short video production does not require professional shooting equipment and producers do not need professional shooting technology, short video marketing of agricultural products also needs the cross integration of professional knowledge in multiple fields to attract more fans, convert more sales and shoot professional content. For example, at the technical level, the editing and packaging of short video requires a professional team. Ordinary short video is lacking Lack of professional planning, focusing on authenticity and credibility, but the presentation of products is limited, and sometimes lack a certain sense of beauty. Such content is not easy to stimulate users' desire to buy, and can not make agricultural products have lasting vitality through word-of-mouth communication. " In addition, there are still many gaps in the literature on the analysis of the role of demonstration and promotion. The existing literature points out the problems existing in this marketing model and the current situation and improvement suggestions that need to be improved in theory, lacking the support of examples and data. Therefore, there is no in-depth discussion on the universality and particularity of this marketing model, and the suggestions and measures put forward are also lack of extensive research Demonstration and promotion effect.

Limited by the development status of short video and the constraints of agricultural industrial structure and development mode, foreign literature has little research on the marketing of agricultural products and the internal mechanism of short video.

Based on the theoretical analysis of relevant literature, this paper not only studies the mode of short video applied to the sales of agricultural products, but also with the help of specific example analysis, starts from the perspective of the objective and subjective conditions for the success of short video marketing of characteristic agricultural products, seeks the experience that can be popularized while understanding the marketing path, and realizes the wider and more practical application of the subject.

4. Current Development Characteristics of Short Video Platform

We mainly analyze the characteristics of the current short video platform from four aspects:

- (1) Large scale of users: in recent years, the number of users in the short video industry has been increasing, and the upward trend is relatively stable, which is conducive to the marketing and promotion of agricultural products;
- (2) the status quo of the populace: the audience of the platform is more and more extensive, which helps farmers to tiktok and cooperate with farmers to direct live broadcasting, and to sell farm produce of farmers.
- (3) Content homogenization status: the short video market is highly competitive, because the short video production does not need professional shooting equipment, and the producers do not need professional shooting technology, so the content originality is low and there is no innovation.
- (4) Limited video duration and limited transmission content: short video is the product of the era of fragmentation and cannot present more high-quality and perfect content.

5. Problems in the Project

Is it too one-sided to use a single case to promote all agricultural product sales? Can we accurately measure the impact of short video cognition on agricultural product sales? How can we accurately compare the impact of different marketing models on agricultural product sales revenue?

6. Suggestion

6.1. Questionnaire Survey Method

Table 1. Research on public awareness of short video

1. I know some short video platforms	0 = never heard of it, 1 = slightly understood, 2 = relatively understood
2. Frequency of watching short video	0 = never watch, 1 = watch occasionally, 2 = watch often
3. Short video (viewing and Publishing) operation	1 = very inconvenient, 2 = barely convenient, 3 = more convenient
4. The video content of short video is attractive	1 = unattractive, 2 = some attractive, 3 = more attractive, 4 = completely attracted
5. Do you master the skills of publishing short videos	1 = no, no short video will be published; 2 = yes, short video will be published
6. Frequency of short video release	1 = never publish, 2 = publish occasionally, 3 = publish often
7. It's a pleasure to use the short video platform	1 = no, 2 = yes
8. Is short video applied to product sales	1 = no, 2 = yes
9. Are you willing to sell with short video	0 = no, 1 = willing but not knowing how to achieve, 2 = willing and knowing how to achieve, 3 = willing and already implementing
10. Select reason	1 = low marketing cost, 2 = high fairness, 3 = increasing popularity, 4 = others_

Our research methods are mainly from case analysis to mechanism refinement, from particularity to generalization, which is inseparable from scientific research methods such as questionnaire survey, statistical analysis, econometric analysis and so on. Questionnaire survey method is a method widely used in social survey at home and abroad. Measuring the studied problems with this controlled measurement can ensure the collection of data Reliability of the data received. Taking Guangxi Province as an example, this topic studies the demonstration and

promotion effect of short video marketing strategy on the sales of characteristic agricultural products. The formation basis of the demonstration and promotion effect depends on the public's cognition and familiarity with short video. This topic plans to use the form of questionnaire to obtain the cognition of local farmers and residents in Guangxi Province on short video to obtain samples, eliminate invalid questionnaires and obtain real and reliable data.

6.2. Construct Linear Regression Equation

$$n = \beta_0 + \beta_1 x \tag{1}$$

(1) Where, X is the control variable, indicating residents' different cognitive levels of short video; Y represents the income of local Jasmine growers from selling characteristic Jasmine in Hengxian County; When $\beta < 0$ indicates that the probability of Y appearing at a lower level increases with the increase of X. Conversely, if $\beta > 0$, which indicates that with the increase of X, the greater the probability of Y appearing (1) at a higher level.

(2) Using logit model to verify the impact of different marketing models on Farmers' income

Table 2. Hengxian jasmine planting farmers survey table

Household No	Do you use short video to sell Hengxian Jasmine	Average annual income (10000 yuan)	Household No	Do you use short video to sell Hengxian Jasmine
1				
2				
3				
4				
.....				
40				

7. Summary

At present, mobile short video is more popular than traditional print media because of its real-time communication, dynamic content and strong sociality. Therefore, short video marketing based on Internet has become a new marketing model, and its application in agricultural product market is particularly important. Compared with the traditional mass media platform, the new media platform has the advantages of low publicity cost and fast communication speed. A large number of agricultural product sellers began to introduce new media applications to publicize and promote agricultural products.

In the field of agricultural product marketing, on the short video platform, a large number of marketing experts have made full use of people's yearning for a better life in the countryside and their consumption demand for natural agricultural products, realizing the demonstration and promotion of some characteristic agricultural products. This combination of agricultural product marketing and short video platform shows great advantages: first, the production cost is low. Short video marketing does not need professional equipment and professional places, but only electronic equipment such as mobile phones, which is very feasible for farmers with low productivity. Second, it is fair. Because the platform adopts intelligent algorithm recommendation, it allocates a wider traffic pool according to the audience's popularity of video, which has attracted more people's attention. Agricultural producers are at a disadvantage in marketing promotion. Short video marketing makes it narrow the gap with other professional marketers and has fairness. Third, the trial and error cost is low. Short video marketing does not need to rent shop facade, nor does it need to establish a professional supply chain, reducing

a large number of intermediate links. In the short video marketing of agricultural products, the marketing strategy can be continuously revised through background data to reduce losses in time; Moreover, this marketing failure does not mean the next failure. As long as the short video content is high enough, there will always be a chance (Zhou Ying, 2019). During the epidemic period, many short video platforms launched the "love to help agriculture" project. Farmers personally demonstrated the authenticity and reliability of characteristic agricultural products, so that buyers can get more recognition, and then add shopping links for promotion. Therefore, the promotion effect of short video marketing on characteristic agricultural products can be seen.

To sum up, "short video" has important advantages in the demonstration and promotion of characteristic agricultural products, which can reduce the survival pressure of farmers and alleviate the unsalable problem of characteristic agricultural products to a certain extent. It can not only promote agricultural and sideline products and help people get rid of poverty and become rich, but also promote rural revitalization, which plays an important role in promoting the development of rural economy.

Jasmine flower in Hengxian County is a specialty of Hengxian County, Guangxi Zhuang Autonomous Region. It is also a national geographical indication product of China. This study selects the short video sales of jasmine flower in Heng County, Guangxi Province as a typical case. Through field research, we understand the online marketing strategy and success conditions of the local application of short video platform. By analyzing its successful experience and laws, we summarize the more generally applicable agricultural product marketing strategy and play a role of promotion and demonstration, Provide a set of successful experience for the sales of characteristic agricultural products in other regions, so as to drive more rural people out of poverty, and provide better ideas and Enlightenment for some rural areas in Guangxi to achieve the strategic goal of Rural Revitalization.

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