

# "Short Video + Immersive Live Streaming" Assists in Marketing Strategies for Agricultural and Rural Products

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## ABSTRACT

With the rapid development of digital technology, short videos and immersive live streaming as emerging forms of social media are gradually becoming important tools for marketing agricultural products. This paper studies the application of the "short video + immersive live streaming" combined model in marketing agricultural products in rural areas, by analyzing its role in enhancing brand awareness, building trust among consumers, and promoting sales growth, to explore the effectiveness of this strategy. The study shows that the high dissemination of short videos and the interactive nature of immersive live streaming can not only bring farmers and consumers closer together, but also effectively enhance consumers' purchase intentions. Based on empirical research and case analysis, this paper proposes a series of strategic recommendations for optimizing agricultural product marketing in rural areas, providing theoretical support and practical reference for promoting rural economic development.

## KEYWORDS

Short video; Immersive live streaming; Marketing of agricultural products

## 1. INTRODUCTION

In recent years, with the continuous development of rural economy and the promotion of urban-rural integration, the market demand for agricultural products has been expanding. With the popularization of the internet and the development of digital technology, short video and live streaming platforms have rapidly emerged, especially platforms like TikTok and Kuaishou for short videos, and Taobao Live for live streaming, which have become important channels for information dissemination and product sales. This emerging form of social media not only breaks through the limitations of time and space, allowing farmers to interact directly with consumers, but also enhances consumers' trust and purchase intentions through vivid and intuitive content display. Especially immersive live streaming, by showcasing scenarios and providing real-time interactions, further shortens the distance between consumers and products, allowing consumers to have a more intuitive understanding of the production process and quality characteristics of products, thereby promoting sales.

Against this backdrop, "short video + immersive live streaming" as a new marketing model is gradually reshaping the market landscape of agricultural products. This model provides farmers with new sales channels, while helping agricultural products establish brand image and enhance market competitiveness. Therefore, studying how to leverage "short video + immersive live streaming" to boost the marketing of agricultural products not only drives rural economic development and enhances market competitiveness of agricultural products, but also provides new research findings for academia, which has significant reference value for future digital marketing research and practice.

## **2. OVERVIEW OF THE DEVELOPMENT OF AGRICULTURAL PRODUCTS THROUGH "SHORT VIDEO + IMMERSIVE LIVE STREAMING"**

### **2.1. Enhancing Market Visibility and Expanding Sales Channels for Agricultural Products**

Short videos and immersive live streaming significantly enhance the market visibility of agricultural products by showcasing them in vivid and intuitive formats. Farmers and rural enterprises can use short video platforms, such as TikTok and Kuaishou, and live streaming platforms, such as Taobao Live and Kuaishou Live, to directly present the production processes, quality features, and usage scenarios of their products to consumers. Compared to traditional image and text promotions, short videos and live streaming convey information more directly, attracting greater consumer attention. This new approach breaks the limitations of traditional sales channels, allowing agricultural products to reach consumers nationwide and even globally through online platforms. This not only reduces intermediary steps and increases profit margins but also significantly widens sales channels. Live streaming enables real-time purchasing, greatly enhancing sales efficiency. Additionally, agricultural products are no longer confined to local markets but can target a broader consumer base.

### **2.2. Improving Rural Economic Conditions and Encouraging Rural Entrepreneurship**

Short videos and live streaming have helped many rural farmers increase their income and improve their economic conditions. Farmers no longer rely solely on wholesale markets and intermediaries but can achieve higher profits through direct sales. This model has been particularly promoted in impoverished areas, offering a new path for targeted poverty alleviation. The widespread dissemination of specialty agricultural products from poor regions through internet platforms has helped local farmers escape poverty and promoted sustainable rural economic development. The growth of short videos and live streaming has also provided new employment and entrepreneurial opportunities for rural youth, attracting some young people to return to their hometowns to start businesses. Many returning youths use these platforms to promote local specialties to national and even international markets, boosting local economic development. They not only become "ambassadors" for agricultural products but also assist other farmers in promoting their products, creating a win-win situation.

### **2.3. Strengthening the Connection Between Rural and Urban Areas and Promoting Rural E-commerce Development**

Short videos and live streaming effectively bridge the information gap between rural and urban areas, fostering integrated urban-rural development. These platforms enable urban consumers to more conveniently learn about and purchase rural products, while rural producers can more promptly access market information and adjust production strategies. This two-way interaction not only promotes the sale of agricultural products but also enhances understanding and connection between urban and rural areas. As an important part of rural e-commerce, short videos and live streaming drive the rapid development of rural e-commerce. Many agricultural products have achieved efficient sales through e-commerce platforms short videos and live streaming, creating a new model of "live streaming sales" combined with "e-commerce platforms." This model not only increases product sales but also promotes the overall development of rural e-commerce, supporting the digital transformation of rural areas.

Overall, "Short Video + Immersive Live Streaming" is gradually transforming the sales and promotion methods of agricultural products, advancing rural economic development, and improving

farmers' living standards. This model opens up broader markets for agricultural products and provides new impetus for the economic revitalization of rural areas. With further technological advancements and policy support, the application of "Short Video + Immersive Live Streaming" in agricultural products will become more extensive and in-depth, offering strong support for the implementation of rural revitalization strategies.

### **3. CHALLENGES IN THE MARKETING OF AGRICULTURAL PRODUCTS THROUGH "SHORT VIDEO + IMMERSIVE LIVE STREAMING"**

#### **3.1. Technical Challenges**

First, inadequate infrastructure is a major issue. Many rural areas still have relatively poor internet infrastructure, with limited network coverage and slow speeds, which affects the quality of live streaming and short video production. In remote or economically disadvantaged areas, unstable network signals can lead to interruptions in live streaming or video buffering, severely impacting user experience. Additionally, the lack of professional live streaming equipment and filming tools makes it challenging to improve content quality. Second, farmers' digital capabilities are limited. Many farmers are not well-versed in digital technology and new media platforms, lacking the necessary skills and knowledge to utilize short videos and live streaming for marketing. They may not know how to create engaging short video content or interact with viewers to increase engagement and conversion rates. Moreover, some farmers may not understand the rules and algorithms of internet platforms, making it difficult to effectively use the promotional tools and resources available. Platform rules and cost pressures are becoming increasingly complex, including recommendation algorithms, content review, and traffic distribution, making it hard for farmers to navigate and respond flexibly.

#### **3.2. Content-Related Challenges**

First, there is a significant issue with content homogenization. As more farmers and businesses join the short video and live streaming marketing trend, content homogenization has become more prominent. Many farmers lack innovation in content creation, often resorting to simple product displays or static live streaming formats that fail to capture viewers' long-term interest. Additionally, the lack of professional planning and creativity results in unremarkable content that fails to create strong brand recognition and differentiation. Second, long-term brand building is difficult. "Short Video + Immersive Live Streaming" often emphasizes immediacy and interactivity, but building a brand for agricultural products is a long-term process. Many farmers and businesses focus on short-term sales and neglect the long-term development of brand image. Without systematic brand management and marketing strategies, many agricultural products, even if they achieve short-term sales success during live streams, struggle to establish lasting brand recognition and loyalty in the market.

#### **3.3. User-Related Challenges**

First, trust and quality assurance are significant issues. While "Short Video + Immersive Live Streaming" can enhance consumers' intuitive understanding of products, some consumers still have trust issues regarding agricultural product quality. Live streaming cannot fully demonstrate the production process and actual quality of products, leading to concerns that products may not match their portrayal or that quality issues may arise during transportation. Additionally, the fast-paced nature of live streaming sales may result in inadequate after-sales service, further undermining consumer trust. Second, social culture and attitudes pose obstacles. In some rural areas, traditional views and social culture may be resistant to this emerging model. Some farmers may perceive live streaming and short videos as "unproductive" or "a vanity project," leading to reluctance to participate

actively. Furthermore, older farmers may be more conservative about adopting new technologies and models, affecting the spread of this approach. Lastly, low marketing conversion rates are a key issue. Although short videos and live streaming can attract a large audience, the actual purchase conversion rates are often low. On one hand, some viewers watch live streams for entertainment rather than having a strong purchase intent. On the other hand, consumer purchase decisions often require careful consideration, and while live stream promotions can stimulate impulse buying, they are less likely to generate sustained purchasing power.

In summary, while "Short Video + Immersive Live Streaming" holds great potential for marketing agricultural products, it faces numerous challenges. Addressing these issues requires improvements in technical support, education and training, content innovation, and logistics, which will advance the digitalization process in rural areas and enhance farmers' digital marketing capabilities, leading to a more efficient and sustainable marketing model.

## **4. DEVELOPMENT STRATEGIES FOR MARKETING AGRICULTURAL PRODUCTS THROUGH "SHORT VIDEO + IMMERSIVE LIVE STREAMING"**

### **4.1. Content Production and Planning**

Firstly, emphasize storytelling to showcase the background of agricultural products. By narrating the planting process, the daily lives of producers, and the traditional culture behind the products, you create content with emotional appeal. For example, capturing scenes of farmers working from sunrise to sunset highlights their hard work, or introducing the historical origins of local specialties can resonate with consumers emotionally.

Secondly, focus on authenticity by genuinely showcasing the production process and daily life. Use live streaming or short videos to document the entire journey of products from the fields to consumers' hands, ensuring transparency. This could include live streams of harvesting, packaging, and product testing, allowing consumers to see every detail of the product. Showcasing the farmers' daily work and living conditions helps bridge the gap with consumers, making them feel the product's genuine origin. Authentic and unpolished content often creates a deeper connection with consumers and builds stronger trust.

Lastly, emphasize real-time interactivity during live streams. Engage actively with viewers, answer their questions, and introduce product features and benefits to increase user participation. For instance, conduct prize-based quizzes, interactive games, and encourage viewers to comment, vote, or suggest topics of interest. This approach not only boosts user engagement but also aligns the content more closely with consumer needs.

### **4.2. Platform and Operation**

Firstly, choose the right platform based on the target audience. TikTok is suitable for younger and urban users with content leaning towards entertainment and fun. Creative short videos and challenges can attract young consumers' attention, leveraging its traffic pool for rapid dissemination. Kuaishou has a broader reach, especially in lower-tier markets with a strong user base. Farmers can create relatable content to build emotional connections with consumers. Kuaishou's audience is receptive to straightforward, authentic content, which can attract consumers by showcasing everyday scenes. Taobao Live is ideal for farmers and businesses with an established e-commerce foundation, directly linking to product sales. Live streaming on Taobao can enable a "watch and buy" effect, directly driving sales conversions, and is suitable for products with some brand recognition.

Secondly, regularly update content to maintain engagement. Consistently posting new short videos and live streams helps build anticipation among users. For example, schedule live streams at fixed times daily or weekly to develop a viewing habit among users.

Finally, effectively utilize platform promotion resources. Leverage resources such as hot recommendations, challenge events, and traffic support plans provided by the platforms to increase content exposure. For instance, initiate related topic challenges on Douyin to encourage user participation and dissemination.

### **4.3. Consumer Trust Building**

Firstly, collaborate with Key Opinion Leaders for promotion. Invite influential KOL, such as food bloggers or agricultural experts, to recommend the products. KOL endorsements can quickly enhance product visibility and credibility, especially when KOL with loyal followers make recommendations, which often translates into purchases. Joint live streams with KOL, where they personally experience and recommend products, can significantly boost consumer trust and purchase willingness. Authentic feedback from KOL during live streams helps alleviate consumer doubts.

Secondly, utilize agricultural product traceability systems. Through live streaming and short videos, showcase the traceability system of agricultural products, allowing consumers to view production, processing, and logistics information. This transparency can effectively enhance consumer trust. For instance, scanning product QR codes during live streams to display information about the production area, cultivation process, and inspection reports adds credibility.

Finally, employ third-party traceability systems to provide authoritative certification and reassurance. Integrating traceability information into short videos and live streams, and displaying it to viewers, further strengthens product credibility.

By combining these strategies, farmers and rural enterprises can effectively use the "Short Video + Immersive Live Streaming" model to enhance the market competitiveness of agricultural products, increase sales, and build long-term brand value. These strategies aim to comprehensively advance the marketing upgrade of agricultural products in the digital era, from content planning to platform operation, traffic conversion, and trust-building.

## **5. DEVELOPMENT PATH FOR AGRICULTURAL PRODUCTS THROUGH "SHORT VIDEO + IMMERSIVE LIVE STREAMING"**

### **5.1. Building Brand Stories to Strengthen Consumer Emotional Connection**

To enhance consumer emotional connection, enterprises and farmers should leverage short videos and live streaming platforms to narrate the stories behind their agricultural products. This includes highlighting the uniqueness of the product's origin, the daily lives of the producers, and any traditional aspects associated with the product. By creating compelling narratives, the perceived value of the product increases and fosters a deeper emotional connection with consumers, thereby enhancing brand loyalty. Regularly update brand stories through short videos and engage with audiences during live streams to share various aspects of the product. Ensure that the stories are authentic, emotionally engaging, and align with the values of the target audience. Interactive elements in live streams, such as prize-based quizzes and limited-time offers, can boost viewer engagement and conversion rates. Plan live stream content carefully, including interactive segments and promotional activities, to maintain freshness and appeal.

## **5.2. Enhancing Digital Skills Training to Improve Content Creation**

Farmers and enterprises should actively participate in digital skills training to master the basics of short video shooting, live streaming technology, and platform operations. Improving content creation skills will make marketing content more engaging and interactive. Local governments or enterprises can organize relevant training sessions, inviting experts to teach content creation and platform operation techniques. Farmers can also enhance their skills through online courses and platform guides. Targeting the right market requires selecting appropriate platforms for promotion. Different agricultural products are suited to different platforms; for instance, TikTok is effective for reaching younger, urban consumers with entertaining content, while Kuaishou performs well in lower-tier markets with a broad user base. Conduct market research to understand consumer behavior and select suitable platforms for promotion. Develop platform-specific operational strategies to ensure content is posted at optimal times and leverage platform promotion tools to expand reach.

## **5.3. Strengthening Logistics and Supply Chain Management to Ensure Product Quality and Delivery Efficiency**

Optimize logistics and supply chain management, especially during live streaming promotions, to ensure quick and safe delivery of products to consumers. Partner with reliable logistics companies to build a dependable distribution system. For perishable products, focus on building a robust cold chain to maintain freshness and quality. Additionally, analyze market demand and preferences for agricultural products. Study both domestic and international market needs and consumption preferences to help enterprises and farmers develop targeted marketing strategies and explore new markets. This includes segmenting consumer groups, understanding regional consumption habits, and considering cultural influences on purchasing decisions to promote Chinese agricultural products globally.

## **6. SUMMARY**

With the advancement of digital technology and the widespread use of mobile internet, short videos and immersive live streaming have emerged as powerful tools for marketing agricultural products. The application of the "Short Video + Immersive Live Streaming" model, through strategies such as content planning, platform selection, traffic acquisition, and trust-building, helps enterprises and farmers enhance brand value and sales conversion. It is recommended that farmers and businesses focus on storytelling, select suitable platforms, enhance interactivity and authenticity, and leverage KOL and traceability systems to build consumer trust. By implementing effective strategies and embracing technological innovations, businesses and farmers can gain a competitive edge in the digital era, drive innovation in agricultural product marketing, and support the sustainable development of rural economies, contributing to the successful implementation of rural revitalization strategies.

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