

Analysis on the Boost of Rural Revitalization through New Media Marketing of Characteristic Rural Resources: Based on a Survey in Zhongping Village, Hailun City, Heilongjiang Province

Jizhou Zhang

Northeast Agricultural University, Harbin, Heilongjiang, China
zjz20020723@icloud.com

Abstract: With the implementation of the rural revitalization strategy and the development of new media, the boost of characteristic rural resources by related policy has been gradually revealed. The characteristic rural resource areas give full play to their advantages in resources, culture, environment, and ecology, and develop the utilization mode of characteristic village resources. This is regarded as one of the important ways to promote regional rural revitalization. Based on the analysis of the current situation of new media on rural revitalization, through field investigation in Zhongping village of Hailun city, Heilongjiang Province, this paper verifies the positive impact of new media marketing of characteristic rural resources on rural revitalization construction, and puts forward countermeasures and suggestions for promoting rural revitalization in an overall way.

Keywords: characteristic rural resources, rural revitalization, Hailun city, Zhongping village

1. Introduction

The rural revitalization strategy aims to ensure that rural industries are thriving, the ecology is livable, rural culture is civilized, governance is effective, and life is prosperous. New media marketing is one of the most important means [1]. The application of new media in agriculture can promote the development of the agricultural economy in China and improve the scientific and technological quality of farmers. At the same time, the practice form of "Internet + agriculture" has also brought many opportunities. First, the base of rural Internet users has been very large and keeps growing rapidly [2]. As of June 2021, the number of rural Internet users in China was 225 million, accounting for 26.3 percent of the overall Internet users, and there is still much room for development of the rural Internet. Second, agricultural enterprises have fully awakened their attention to new media. The newly emerging business entities are mostly new farmers with a generally higher level of knowledge [3]. They know new media better and are more involved in it. The communication focus of enterprises has gradually changed from traditional media to new media. Third, traditional agricultural media have been gradually transformed into new media. With the development of the mobile Internet, more and more traditional agricultural media have moved to the platforms of Weibo and WeChat. The commercialization of agricultural media such as e-commerce, community marketing, short videos, and knowledge payment has become a new trend in the industry. Although the new agricultural media has achieved rapid development, it is also

facing huge challenges, which can be summarized into three points. First, the quality and activity of the fan base of new agricultural media are generally poor. Although the number of Internet users in rural areas has exceeded 200 million, the number of users from the agricultural middle class is still small, resulting in a congenital gap between the fan base of new media in the agricultural field and that in other fields. Second, the development of We-Media has entered a diversified and changeable era [4]. Different from the domination of WeChat public accounts around 2015 [5], more new forms of media such as short videos and long videos have emerged. This has formed a huge impact on the early form of We-Media featuring text. Third, the We-Media in the field of agriculture is no longer low-cost. Relying on the content production mode of "one person, one pen" can no longer adapt to the environment of fierce competition of "We-Media". The operation of "We-Media" is bound to embrace full-time, team-oriented, brand-oriented, and commercialized development. Under such background, field observation, face-to-face interviews, and questionnaire survey are conducted in this paper. The author analyzes the survey data collected in Zhongping village, Hailun city to explore the impact of new media marketing of characteristic rural resources on rural revitalization and put forward the future path of development.

2. Investigation and Analysis of Zhongping Village in Hailun City

2.1. Introduction to the Research Site

Hailun City is located in the central position of Heilongjiang Province and the northern position of Suihua City. Managed by Suihua City, Hailun city has agricultural products of excellent quality, beautiful environment, and fertile soil which is the national black land protection and utilization pilot area and is also a national commodity grain base [6]. The characteristic agricultural products of Hailun city have great advantages, but due to the slow development of some towns, limited access to information, and backward production and sales of agricultural products, Hailun City can not give full play to its advantages, and some poor villages also have slow economic development. Therefore, the villagers can not guarantee their lives.

2.2. Research Design and Variables

To promote rural revitalization strategy through new media technology, this paper selected Zhongping village of Gonghe Town, Hailun City, where there is a relatively large number of poor people, to carry out a survey for farmers, and obtained relevant data on new media technology and rural revitalization. In order to ensure the authenticity and feasibility of the survey, field observation, face-to-face interviews, and questionnaire distribution are selected. A total of 200 questionnaires are distributed in Zhongping Village, and 95 valid questionnaires were obtained. 36 problems of each questionnaire will be divided into six parts, 5 of which are from aspects of agriculture prosperity, poverty alleviation, policy implementation, product sales, and wealthy life, thus evaluating the impact of new media technology on farmers. In order to further analyze the impact of new media technology on local rural revitalization construction, this paper established an econometric model to quantitatively analyze the impact mechanism. The specific settings of the model are as follows:

$$Y = \alpha + \beta x + \sum \lambda_i c_i + \delta \quad (1)$$

$$Y_1 = \alpha + \beta x + \sum \lambda_i c_i + \delta \quad (2)$$

$$Y_2 = \alpha + \beta x + \sum \lambda_i c_i + \delta \quad (3)$$

$$Y_3 = \alpha + \beta x + \sum \lambda_i c_i + \delta \quad (4)$$

$$Y_4 = \alpha + \beta x + \sum \lambda_i c_i + \delta \quad (5)$$

$$Y_5 = \alpha + \beta x + \sum \lambda_i c_i + \delta \quad (6)$$

2.2.1. Explained Variables

Explained variables in this paper include satisfaction with rural revitalization (y), satisfaction with agricultural prosperity (y1), satisfaction with poverty alleviation (y2), satisfaction with policy implementation (y3), satisfaction with product sales (y4), and satisfaction with life prosperity (y5). Among them, the satisfaction degree of agricultural prosperity consists of two parts: the satisfaction degree of local agricultural development status and the satisfaction degree of featured agricultural products brand. The satisfaction degree of poverty alleviation construction is composed of two parts: satisfaction degree of government poverty alleviation efforts and satisfaction degree of government poverty alleviation methods. Policy implementation satisfaction is composed of policy implementation efficiency satisfaction and policy implementation method satisfaction. Product sales satisfaction is composed of product export satisfaction and product sales income satisfaction. The satisfaction of life prosperity is composed of the satisfaction of income change, consumption level change, and social security. In this questionnaire, the satisfaction level is divided into five levels, among which "very satisfied" is 5 points, "relatively satisfied" is 4 points, "general" is 3 points, "dissatisfied" is 2 points, and "very dissatisfied" is 1 point. Finally, the satisfaction scores of each module are averaged to calculate satisfaction.

2.2.2. Explanatory Variables

In this paper, the ratio (X) of income brought by new media to promote featured products to total income is used as a proxy variable for the development degree of new media to help agriculture. In the process of filling out the questionnaire, some participants would not fill in the specific percentage value, so this questionnaire provides several options for data collecting. Options are set to "0-20%", "20%-40%", "40%-60%", "60%-80%", and "80%-100%". "80%-100%"=5, "60%-80%"=4, "40%-60%"=3, "20%-40%"=2, and "0-20%"=1.

2.2.3. Control Variables

Since the individual level factors will affect the result of regression analysis, to eliminate this kind of influence, sex (c1), nationality (c2), age (c3), level of education (c4), ways of obtaining policy information (c5), forms of new media used by participants (c6), purpose of using new media (c7), and ways of participation (c8) are introduced as control variables.

3. Result and Analysis

Table 1 reflects the basic situation of the villagers, and Table 2 reflects the basic statistical characteristics of the main variables. According to Table 2, villagers have a high degree of satisfaction with the local poverty alleviation construction, followed by the local use of new media for policy implementation and construction, and the lowest degree of satisfaction with the local well-off construction. This indicates that the local government still needs to focus on poverty alleviation and agricultural assistance, vigorously develop advantageous agriculture, and encourage villagers to access new media and Internet technology to achieve scientific and technological agricultural assistance. Figure 1 is the scatter plot of the ratio between rural revitalization satisfaction and the increased income from the export of featured agricultural products assisted by new media technology (referred to as the increased income from new media promotion) after villagers contacted new media. It can be seen from this figure that the higher the proportion of income increased by the promotion of new media after exposure to new media, the higher the proportion of rural revitalization construction satisfaction will be. This result can preliminarily

indicate that the use of new media technology to help agriculture can promote rural revitalization construction.

Table 1: Basic situation Table of Zhongping Village in Gonghe Town.

Category	Options	Number of farm households (person)	Percentage of rural households (%)
Gender	Male	50	53
	Female	45	47
Nationality	The han nationality	78	82
	The manchu	13	14
	Other ethnic groups	4	4
Age	18 to 29 years old	15	16
	30-49 years	67	71
	50 to 59 years old	10	10
	Age 60 and older	3	3
Level of education	Primary school	32	34
	Junior high school	53	56
	High school or technical secondary school	5	5
	Undergraduate and junior College	3	3
	Master's and above	2	2
Way of obtaining policy information	Do not get	6	6
	Word of mouth	9	10
	Village committee publicity	53	56
	Through new media	21	22
	The other way	6	6
Forms of new media used by participants	Video type platform	72	77
	Social type platforms	11	11
	We-media platform	11	11
	other	1	1
The purpose of using new media	Entertainment	52	55
	To understand the current politics	21	22
	Take goods to promote the export of products	2	2
	other	20	21
Participate in new media marketing	Was not involved in	13	13
	Active participation	33	35
	Passive participation	49	52

Table 2: Basic statistical characteristics of the main variables.

Variables	Number of samples	The mean	The standard deviation	The minimum value	The maximum value
Rural revitalization satisfaction	95	4.2562	0.5465	2.1	4.8733
Agriculture Prosperity Satisfaction	95	4.1733	0.7002	2.6667	5
Satisfaction with poverty alleviation construction	95	4.4213	0.6982	1.6	5
Policy implementation satisfaction	95	4.3667	0.6567	1.2	5
Product Sales satisfaction	95	4.1333	0.5674	1.3	5
Life Rich Satisfaction	95	3.2144	0.5238	1	5
Reach out to new media revenue share	95	2.1432	0.9514	1	5

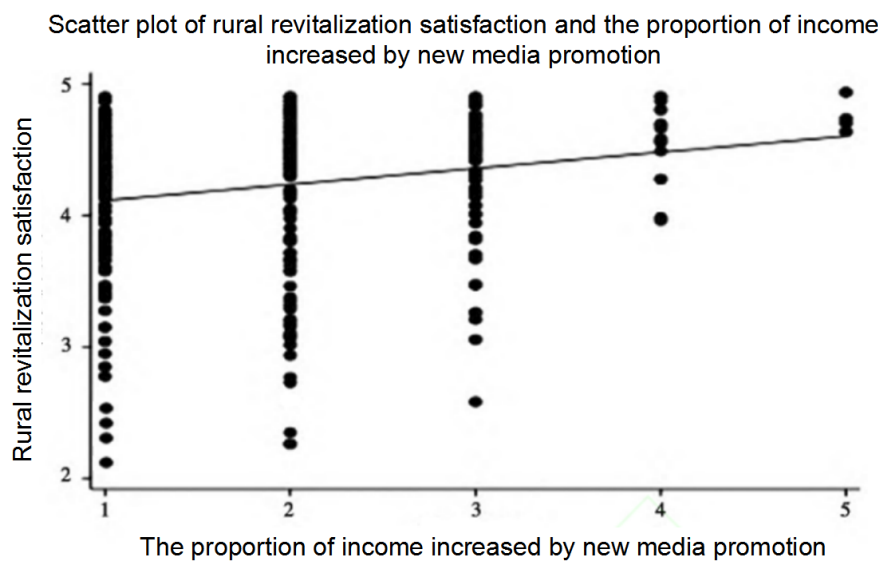


Figure 1: Scatter plot of rural revitalization satisfaction and the proportion of income increased by new media promotion.

Table 3 shows the regression results of models (1)-(6). The empirical results show that the coefficient of the proportion of income brought by new media to help agriculture is significantly positive in the regressions (1), (2), (4), and (6), indicating that the introduction of new media into rural areas is significantly positively correlated with the rural revitalization satisfaction, agricultural prosperity satisfaction, and policy implementation satisfaction constructed in this paper. The introduction of new media technology into rural areas can improve the lives of villagers and

enhance their satisfaction with rural revitalization. In a word, the introduction of new media technology into rural areas can promote the local rural revitalization construction. Taking the first column of Table 3 as an example, its economic-related meaning can be explained as follows: every 20% increase in the total income of new media promotion will lead to an average increase of 0.0929 in the value of the satisfaction with rural revitalization.

At the same time, it can be concluded from the empirical results that at present, the effect of new media technology to help agriculture and promote rural revitalization in poverty alleviation construction and the promotion and sales of featured agricultural products is not very obvious. One of the reasons can be poverty. There may be a problem in the process of local government poverty alleviation. The government pays attention to rural infrastructure construction and improves the villagers' basic living standards, but the new media technology and Internet technology promotion as well as related training is not in place. This has made villagers only stay on the level of entertainment of new media technology, instead of promoting the featured agricultural products to the whole country and forming a featured brand. Another reason lies in the aspect of using characteristic agricultural products to promote sales. In Zhongping village, only a few local villagers have accepted higher education and can do live-streaming marketing to promote their products. Most of them do not use the Internet and new media, or they have tried once but the effect is limited. The attendance rate is low and the atmosphere is not active, thus leading to an inefficient promotion [7]. At the same time, these villagers can not quickly and accurately understand the relevant policies and rural revitalization strategy issued by the state through the new media platform, and they can not quickly respond to the call to accurately find the outlet of the Internet new media. In this case, the promotion effect of new media is limited and cannot achieve as expected.

Table 3: Regression results.

variable	(1) Y	(2) y ₁	(3) y ₂	(4) y ₃	(5) y ₄	(6) y ₅
X	0.0929 * * * (3.6792)	0.0906 * * (2.5420)	0.0092 (0.2013)	0.0690 * (1.7928)	0.0473 (1.5728)	0.2506 * * * (7.7687)
C ₁	0.1394 * * (2.3161)	0.1792 * * (2.3086)	0.1231 (1.2853)	0.0582 (0.7110)	0.1767 * * (2.2443)	0.1621 * * (2.2632)
C ₂	0.0862 * * (2.3323)	0.0457 (0.8852)	0.0812 (1.3921)	0.1531 * * * (3.1287)	0.1789 * * * (3.6719)	0.0621 (1.4498)
C ₃	0.0797 * * (1.9742)	0.1201 * * (2.3602)	0.0139 (0.2160)	0.1664 * * (2.4673)	0.0215 (0.4551)	0.0803 (1.5862)
C ₄	0.0092 (0.2823)	0.0971 * * (2.0402)	0.0719 (1.2961)	0.1246 * * (2.4648)	0.0638 (1.6099)	0.0247 (0.5059)
C ₅	0.1651 * * * (4.4351)	0.1167 * * * (2.6520)	0.2662 * * * (4.2449)	0.0847 (1.6177)	0.2120 * * * (4.5199)	0.1457 * * * (3.4642)
C ₆	0.0728 * * (2.5439)	0.0821 * * (2.0597)	0.2063 * * * (4.0588)	0.0659 (1.5611)	0.033 (0.9090)	0.0221 (0.5978)
C ₇	0.0675 * * (2.5708)	0.1011 * * (2.3231)	0.1699 * * * (3.5338)	0.0687 * * (2.0032)	0.0501 (1.3601)	0.0873 * * (2.5353)
C ₈	0.2139 * * * (4.1996)	0.2721 * * * (3.9422)	0.2725 * * * (2.9053)	0.3217 * * * (4.2078)	0.0814 (1.2325)	0.1196 * (1.9270)
intercept	4.0803 * * * (17.7112)	4.4306 * * * (15.3714)	4.2637 * * * (12.0905)	4.8343 * * * (14.7721)	3.7848 * * * (12.4030)	3.0851 * * * (10.6951)
Sample size	95	95	95	95	95	95
R-squared	0.259	0.218	0.242	0.227	0.151	0.213

4. Relevant Suggestions and Countermeasures

Combined with the above research results, in order to make Gonghe Town correctly play its role in promoting the path of rural revitalization, the following suggestions are put forward.

4.1. The Development of the New Media Marketing Platform

First, it is suggested to make use of agricultural products and social platforms to improve the visibility of the agricultural industry. There are many social platforms on the Internet, such as WeChat Moments, Sina Weibo, and Q Zone. On such platforms, the value lies in strong interaction and strong trust, which is conducive to the establishment of agricultural brands, especially suitable for the new generation of young farmers to innovate and start businesses. Second, there is a need to combine agricultural products and media platform to promote agriculture. In recent years, due to the rapid development of We-Media platforms such as Sohu We-Media, WeChat public accounts, and Toutiao, supplemented by forums, blogs, and other new Internet media platforms, everyone is now living in a "We-Media" era, where people can write to promote their products, or they can also find a specialized company for help. Third, the agricultural products and C2B platform can be combined to solve the problem of unmarketable agricultural products. The C2B mode refers to a trading mode in which consumers initiate demand and guide agricultural producers to conduct production or reverse procurement on e-commerce platforms. By mastering these e-commerce marketing skills and combining the advantages of agricultural products, Internet marketing thinking, and national policy support to jointly promote the sale of agricultural products, the problem of unsalable agricultural products can be solved.

4.2. The Formation of Media Matrix to Maximize the Benefit of Communication

In terms of the current mainstream platforms, news portals are the main dissemination channels of high-quality content in the industry [8]. Weibo is a user-friendly interactive platform, short video is the most intuitive form of expression, and official account is an enterprise platform to solve functional needs. Different attributes of each platform determine that the content of the platform and the needs of the audience are different, and enterprises need to screen and combine according to their own needs to form their own media matrix, thereby maximizing the communication benefit.

First, news networks/official websites can be used to provide high-quality content based on technology. News websites contain the most abundant content. From the setting of columns and plates to the interviews of people and corporate news, all of these result in jumbled information. Therefore, the most important thing for news users to obtain information is efficiency. This requires the brand to help users improve the ability of information selection, find the most suitable application form in fragmented information, and increase the user's perception of information. Second, Weibo can be used to build a user-friendly and interesting platform. The main role of Weibo is to guide public opinion, and it is also a suitable platform for questionnaire. Through data analysis of "comment", "like", "forward" and other interactive situations, the actual effect of the release of relevant agricultural information can be understood, the real needs of the audience can be accurately grasped, and product improvement can be completed. Posts on Weibo have the characteristics of "short", "flat" and "fast" [9]. A Weibo post is usually no more than 140 characters long and can be sent with pictures. It is an efficient platform for releasing information about agricultural products and promoting activities. Third, the short video platform can be used. Short videos are vivid and intuitive and short video users are more inclined to entertainment and interaction. Therefore, managers and farmers can achieve efficient information interaction and exchange through a more down-to-earth attitude. Subject selection can be biased towards social hot issues, agricultural technical knowledge, agricultural training and other directions. It not only

increases farmers' access to knowledge, but also meets farmers' needs for leisure and entertainment to a certain extent. Fourth, WeChat public platform can be used to achieve convenient interaction. WeChat public platform has the most obvious function that enables the public platform to realize "online working. It quickly solves the problems faced by users and helps complete after-sales service. It is the most key channel to contact users and brands, and part of the cost of developing new applications for agriculture is also saved.

5. Conclusion

Based on the above data analysis and field research, it is found that Hailun City has the shortcomings of low popularity of new media technology and poor integration of marketing resources and supporting facilities. Therefore, a mature guiding mechanism should be established in the local area, and the corresponding incentive mechanism should be established to stimulate villagers to learn, guide villagers to master new media marketing technology, and promote the transformation and upgrading of traditional media [10], thus promoting the conversion of old traditional We-Media to new media. The positive reward mechanism can also encourage the spread of new media among users, constantly improving the popularity of new media in the field of agriculture and letting more practitioners related to Hailun's characteristic resources understand, accept, and use new media.

Finally, there is a need to strengthen the connection between different We-Media and actively reduce the cost of new media through policy means, so that the new media in Hailun can be better connected with each other, promoting the emergence of "new media alliance" and guiding and supporting the development of new media marketing.

In this research, the survey population can be further expanded, and meanwhile, the analysis on the new media platform is not deep enough. There is still room for progress. In the following research, the combination of the operation mode of the new media platform and the rural characteristic resources can be focused on to promote further development of agriculture in rural areas.

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