

The Influence of We Media on the Brand Construction of Agricultural Products -- Based on Xin Nong Ren Brother Yang's Case Study

Zhihan Guan^{1,a,*}

¹Hangzhou No.14 High School, Wulin Street, Gongshu District, Hangzhou, Zhejiang, 310000, China
a. sweetie_guan0606@163.com

*corresponding author

Abstract: This paper studies the influence of We Media on the brand construction of agricultural products and takes Xin Nong Ren Brother Yang as an example to make an in-depth analysis. This paper finds that compared with traditional media, We Media has strong advantages in strengthening the awareness of enterprise and government brand construction, improving brand credibility, expanding sales channels, digging brand culture, building brand image, and increasing user engagement. We Media is helpful to the construction of agricultural products brands and the revitalization of rural economies. This paper is expected to provide reference for We-media to efficiently empower the brand construction of agricultural products and provide reference for the implementation of rural revitalization strategy and the issues relating to agriculture, rural areas, and rural people.

Keywords: We Media, Agricultural Product Brands, Traditional Media, Xin Nong Ren Brother Yang

1. Introduction

In 2017, China put forward a strategy to revitalize rural areas. The issues relating to agriculture, rural areas, and rural people are fundamental to the national economy and people's livelihoods. Implementing the rural revitalization strategy is a necessary requirement for resolving the principal contradiction facing Chinese society in the new era: realizing the Two Centenary Goals and realizing the Chinese Dream of great national rejuvenation. It has great practical significance and far-reaching historical significance. Building the brand of agricultural products has a great role in promoting rural revitalization. In the contemporary era of rapid information development, We Media has risen to prominence and played a decisive role in the construction of agricultural product brands. For example, Mr. Zhang, Xin Nong Ren Brother Yang, and other We Media uploaders have shown us the scene of contemporary rural areas and promoted agricultural product brands through We Media. Brand building is the key to solving the problems of agriculture, rural areas, and farmers because brand building can extend the industrial chain of agricultural products, bring higher added value, and effectively increase farmers' income. Therefore, this paper will study the influence of We Media on the brand construction of agricultural products so as to provide a reference for We Media to efficiently empower the brand construction of agricultural products.

The remaining parts of this paper are arranged as follows: the second part is the advantages of We Media brand construction, the third part is We Media and agricultural product brand construction, the fourth part is case analysis, and the fifth part is conclusions and suggestions.

2. Advantages of We Media Brand Construction

Compared with traditional media, We Media has irreplaceable advantages in brand building. In a word, its characteristics of strong interaction, accurate target positioning, and fast transmission speed are conducive to the construction and promotion of product brands.

2.1. Interaction

Under the traditional media, people can only interact through phone calls, letters, and other means, which is time-consuming, laborious, and inefficient [1]. In contrast, We Media can overcome the shortcomings of traditional media and significantly improve interactivity. It can promote communication between merchants and customers through the comment section, bullet screen, and other media, and greatly enhance the interactivity and interest. For example, mainstream live streaming interactive platforms such as TikTok and Bilibili allow users to send bullet screens to express their demands to merchants in a more timely manner. Consumers can also provide merchants with timely feedback on the problems existing in purchasing commodities to help them improve the quality of commodities. We Media puts consumers and merchants on an equal footing [2]. In addition, merchants can also use the We-media platform to promote the production process and cultural background of the brand, so that consumers can have a certain degree of understanding of the brand, and then interact with consumers, win their love and recognition, and form the soft power of brand building [3].

2.2. Target Positioning

In the traditional media, the content it focuses on is far from the life of the public and lacks affinity. Due to the limitations of its technology, it does not have the function of target positioning [1]. However, through the big data statistics of We-media, merchants can find the basic information of customers who like brands. Thus, the We Media platform can infer the consumer groups in line with the product positioning based on these user portraits, supplemented by information flow advertising and platform algorithms, and accurately promote brand information to the target groups, greatly increasing brand exposure and realizing precision marketing [2-3]. TikTok, for example, can rely on big data analysis and processing to build user profiles and recommend videos to users that interest them.

2.3. Transmission Speed

Traditional media such as newspapers and television have low timeliness and slow propagation speed due to the pursuit of authenticity of communication content [1]. However, with the development of technology, the coverage rate of Internet networks and the usage rate of mobile phones and other electronic products have greatly increased, making it possible for anyone to register a short video account free of charge and watch videos anytime and anywhere in fragmented time. The features of text as a complement and pictures and videos as the main features are suitable for people of all ages. Moreover, many We Media platforms have share buttons in their software, which can quickly share interested brands with others and greatly increase exposure [2].

Table 1: Brand construction of traditional media and we media.

	traditional media	We Media
Interaction	Weak interaction, and traditional media such as newspapers can not allow users to give timely feedback, and can not promote the communication between businesses and customers.	The interaction is strong. We media, such as TikTok, allow users to send comments while watching videos, and their feedback can further optimize the content of merchants.
Target Positioning	The target positioning is poor. For example, the traditional media, such as news, cater to most people and do not have accurate target positioning.	Accurate target positioning. We Media platforms such as Bilibili can accurately estimate users' favorite content through big data.
Transmission Speed	The transmission spread is slow. Traditional media such as newspapers have poor timeliness and cannot spread instant information quickly for users.	The transmission speed is fast. People can receive new information anytime and anywhere. There are sharing buttons in We-media software, which is time-sensitive.

In conclusion, compared with traditional media, We Media has the characteristics of strong interaction, accurate target positioning, and fast transmission speed, which also have a great impact on the construction of agricultural products.

3. We Media and Brand Construction of Agricultural Products

3.1. Business Model of We Media

As an emerging medium, We Media has diversified business models. The main business models include advertising, the VIP model, the derivative service fee model, copyright payment plus application sharing model, the appreciation model, the platform business model, and so on. Among them, "advertising" and "e-commerce model" are widely used.

3.1.1. The E-commerce Model

The e-commerce mode is one of the main realization modes of We Media. First of all, We Media uploaders can promote products on a large scale through various We Media platforms, such as TikTok and Microblog, to increase their exposure rate. After that, We Media uploaders can interact with potential users and answer their questions through live streaming, so that customers can have a better understanding of the product. After consumers purchase goods, there will be dedicated after-sales staff to solve after-sales problems, thus reciprocating, forming an e-commerce model [4].

3.1.2. Advertising

Advertorial promotion is the main realization mode of We Media. The first thing it needs is multi-channel communication to expand its influence. For example, the documentary "Story of a Big Traveler" has been broadcast on Youku, iQiyi, Sohu, LetV, and Miaopai, with a total number of clicks exceeding 120 million. Secondly, due to the precise positioning of We Media, it can carry out appropriate product implantation according to the needs of the audience and collect advertising fees. For example, from the graphic content at the beginning to the current short video production, the main source of profit for the Daily Cooking is customized content for customers. 80% of its profit in 2016 came from advertising [5].

3.2. The Influence of We Media on the Brand Construction of Agricultural Products

3.2.1. The Importance of Brands of Agricultural Products

Brand effect helps to add value to products. In daily life, agricultural products are an everyday commodity, so their added value is low. The establishment of an agricultural product brand can make agricultural products have unique identification, significantly increase the added value of agricultural products, and thus improve farmers' income [6].

Brand effect helps to improve the competitiveness of products. Once the establishment of the agricultural products brand to standards of intellectual property rights, the agricultural products brand will belong to the real assets of the enterprise, and it can also increase the status of the brand in the minds of consumers, set up a clear image, improve the influence of the enterprise itself, be a good propaganda tool for enterprises and help to get advantages in the competition.

3.2.2. We Media's Influence on Agricultural Product Brand Construction

We Media has strengthened the awareness of brand building for enterprises and governments. The promotion of local agricultural products by We Media has strengthened the brand awareness of enterprises and governments. Furthermore, the government vigorously propagates the profound connotation and profound deposits of the brand, and the valuable experience of leading enterprises in spreading and creating the brand inspires other enterprises to actively register and declare the brand certification. Since the diversification of the media era of brand creation, the government, enterprise, industry association, institute of agricultural cooperatives, and agricultural product operators and sellers can serve as the main body roles of fruit brand construction, and cultivate the rural professional cooperative, technology center, and there are some fan base in the local media account, such as Inner Mongolia Baotou City, Donghe District, Jia Baoliang, and so on. Shi Lina, the deputy district chief, entered the broadcasting room of Pinduoduo with nearly 30 kinds of food and spoke for Donghe agricultural and sideline products. The sales of Donghe specialties, such as black garlic and dried steamed bun slices, increased greatly [7].

We Media has improved brand credibility and expanded sales channels. We media people can not only build flagship stores on various comprehensive e-commerce platforms with high traffic, such as Jingdong and Taobao, but also promote them on public platforms such as Microblog, such as the soft marketing of Li Ziqi and her company on Microblog. They cooperated with Internet celebrities of traffic on We Media platforms, actively promoted the brand, and increased brand exposure. Furthermore, it can combine backbone force with a fan base of less than 100,000 to carry out the sunken promotion [7]. The brand promotion through the star effect and the credibility of government officials can make people trust the brand of the product, and then vigorously promote the brand construction and implement the "online plus offline" marketing mode.

We Media can dig deep into brand culture, tell good "brand stories", and establish unique brand impressions. Geographical indication agricultural products are the golden name cards of a region, containing unique value and brand culture. Relying on the special platform of We Media, we media personnel can seize the characteristics of diversified and multi-directional brands through video and live broadcast to explore the unique characteristics of agricultural products, arouse consumers' brand happiness and sense of identity, and greatly increase the unique identification of the brand. For example, Jianzhan, one of the eight famous kilns in the Song Dynasty, is now able to tell its brand story to target customers and attract a large number of customers with the advantage of the high exposure rate and precise positioning of We Media[3].

We Media increases brand user dependency and effectively realizes "secondary communication". The user operation mode of We Media platform is as follows: Firstly, it attracts the target

people to pay attention to the brand, and then they become fans of the brand. Fans can always trust the brand and buy the brand's products many times to make brand recommendations. In daily video production, We Media uploaders can pay attention to the needs of fans, make content decisions, and establish fan groups and other communities. Through some promotional activities for fans, the user loyalty of the brand is increased, and users have a sense of belonging to the brand, so as to realize "secondary communication". For example, "Logical Thinking" has several official platforms on the Internet, which build the audience into a community and enable close contact and interaction between the producer and fans [3].

Through the above analysis, we can see that We Media can strengthen the awareness of the government and enterprises to build brands, greatly expand the sales channels of agricultural products, establish a unique impression of the brand, and increase the user dependency of the brand. It can strongly promote the enterprise to the agricultural product brand construction, and then drive the regional economic development.

4. Case Analysis

Xin Nong Ren Brother Yang appears in front of the public as a handsome peasant who is a uxorious man and combines painting, handwork, and cooking to show the real rural life to the public. At the beginning of his development, the main business was just making videos, and later extended to selling hometown agricultural products and livestreaming goods on the TikTok platform. In the early stage of his development, the main source of profit was subsidies from the platform. In the middle stage, the income mainly came from the sales of agricultural products and goods on the TikTok platform. Now, his main source of income is the advertisement placed in the video in cooperation with brands. Xin Nong Ren Brother Yang has become a popular Internet celebrity in the field of rural We Media, which actively promotes the thriving rural scene of the new era in our country and helps to build and promote the brand of agricultural products.

4.1. He Shows Rural Life and Tells a Good Brand Story

In the current background of the huge number of We Media in rural areas, the phenomenon of video content homogeneity is serious. However, the biggest difference between Xin Nong Ren Brother Yang and other We Media uploaders is his high quality. The number of videos is small, but each is well made. For example, during this year's spring tea season, he showed his tea-picking and tea-making processes in an elaborate video. According to Bilibili, his tea-picking videos have accumulated nearly 6 million views. He let everyone see the high quality of tea, but also the vivid brand story. In this way, he pushed the high-quality tea from his hometown to all parts of the country and solved the problem of unsalable tea in his hometown.

4.2. The Wide Spread of Video Content Increases User Dependency

Xin Nong Ren Brother Yang first attracted a large number of fans through his elaborate videos on rural life. Then the fans bought his brand's products, such as corn and tea from his hometown, based on his recommendations. He has attracted a large number of repeat customers with the advantage of good quality and low price, and these repeat customers will write reviews of the products in the window of TikTok to show the real quality. In addition, he also created an after-sales service group, where everyone's opinions can be feedback, thus increasing customers' trust in him and recommending the brand to others. This kind of "secondary communication" increases user dependency.

4.3. The Expansion of Sales Channels Improves the Credibility of the Brand

Xin Nong Ren Brother Yang was named TikTok's "Highlight Moment Author of the Year" for his quality video creation content. He took an active part in the Xin Nong Ren program initiated by TikTok, raising the brand's awareness. In addition, he cooperated with another rural We Media expert named "Mr. Zhang", which greatly increased the exposure of the product and actively promoted the brand. The endorsement of well-known Internet celebrities helps increase the credibility and exposure of the brand, and greatly expands the market of high-quality agricultural products in rural areas.

5. Conclusions and Suggestions

This paper mainly studies how We Media can effectively empower the brand construction of agricultural products and takes Xin Nong Ren Brother Yang as an example for in-depth analysis. We found that We Media can strengthen the awareness of brand construction of enterprises and governments, expand sales channels, establish unique brand impression, and realize "secondary communication", which are conducive to the brand construction of agricultural products. The research of this paper provides a reference for developing rural industries and promoting the work relating to agriculture, rural areas, and rural people to a new level in the Internet era.

Based on the research content, this paper has the following inspirations: First, governments at all levels should give more support in terms of policies and funds. The government should focus on cultivating competitive leading enterprises in production, processing, market promotion, professional cooperatives, associations, technology centers, and local We Media accounts with a certain number of fans. Government officials can also help sell their farm products in person. In this way, audiences will be more confident about the quality of the products so that they can place orders and promote the development of rural industries. Second, We Media relating to agriculture, rural areas, and rural people should have their own characteristics. In the Internet era, everyone can be the We Media uploader, so the content quality becomes particularly important. But now on TikTok, Kuaishou and other platforms, there are still many videos with homogenized content. A more serious problem is that some We Media uploaders relating to agriculture, rural areas, and rural people shoot vulgar content about the countryside in order to gain popularity and hype without limit, which makes users' overall impression of the countryside worse and makes it difficult to promote the development of agriculture. Third, We Media should pay more attention to the needs of fans, establish fan groups and other communities, increase user engagement, and efficiently realize "secondary communication".

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