



# Analysis of the Current Situation and Countermeasures of UGC Model Agricultural Product Marketing Under the Background of the Internet Era—Based on the Analysis Perspective of Big Data

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**Abstract.** In recent years, with the popularization and development of the Internet, more and more short video platforms have begun to spread. Due to the uniqueness of short videos, more and more groups tend to use short videos to market users, and users also tend to use short videos to learn about products, brands, and businesses. In this context, farmers' use of short video platforms for agricultural products marketing has also begun to become popular. This article mines Internet big data, based on UGC model, comprehensively uses big data analysis methods, and effectively integrates agricultural products marketing with farmers, researches its path and model, and proposes to develop a distribution system, improve the quality of agricultural products, establish agricultural product brand marketing, and develop agricultural products through training on farmers' relevant knowledge, integrating agricultural product types, and improving the quality of agricultural products. Strengthen the supervision of short video platforms, improve the construction of basic resources in rural areas to improve strategic recommendations, and realize the improvement of agricultural products efficiency, with a view to promoting the realization of my country's rural revitalization.

**Keywords:** Internet age · UGC model · Agricultural products · Marketing model

## 1 Introduction

As the necessities of people's daily life, agricultural products have the dual nature of means of production and means of living. However, with the rapid development of the Internet, the way consumers obtain agricultural products has changed, showing diversified characteristics. The traditional agricultural product marketing model can no longer meet people's needs to attract more consumers. The agricultural product marketing model is also evolving. The Internet short video platform + agricultural products as the current popular agricultural product marketing model, coupled with the main body of farmers, provides new possibilities for enriching agricultural product marketing models

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and increasing farmers' economic income. At present, the development of the digital economy is surging, and it has accounted for more than one-third of China's average annual GDP growth; the wide application of various social media and short video platforms has created conditions for online marketing, and many "net celebrities" and "stars" live broadcasts Bringing goods has achieved good marketing performance, especially during the epidemic, web live marketing has become the main channel for agricultural product marketing, and it has also played an active role in the precise poverty alleviation process. This study intends to explore farmers' agricultural products based on the UGC model. Marketing model path to realize the new digital economy model of "online drainage + physical consumption".

## 2 UGC Mode

UGC mode, its full English name is User Generated Content, refers to the content produced by the user group, that is, the content produced by the user. The traditional view is that information dissemination is one-way, and the target of dissemination is simple recipients. In today's UGC model, the audience is both receivers and disseminators. With the changes in the information receiving mode brought about by the development of mobile Internet technology, this group is no longer just at the information receiving end. At this time, users have already with sufficient rights and opportunities, you can freely make content production and disseminate the produced content. The content produced can not only be contacted by Internet users but also be contacted by more platform users. With the support of such convenient and quick production tools, such users can complete the production content spontaneously, and the production cost of this method is almost zero. Secondly, the main producers of user-produced content are amateurs. They participate in content production due to their personal interests, desire to get attention and other reasons. This mode increases the breadth of content production.

## 3 Traditional Agricultural Product Marketing Model and UGC Agricultural Product Marketing Model

### 3.1 Traditional Agricultural Products Marketing Model

There are mainly two traditional agricultural product marketing models. One is the agricultural product agent marketing model. Corporate marketing mainly relies on the agent teams in various regions. This agricultural product marketing model is suitable for some small-scale or new-to-market companies. This model can help companies occupy market share at a faster speed and lower cost. However, because agricultural products companies and agents are independent organizations with different strategies, it is difficult to balance the strategic goals of the two under this model. For example, companies may pursue long-term goals and benefits, while agents may choose immediate short-term benefits. Causing the two to part ways. The second is the distributor marketing model. In industries with fierce market competition, or companies with relatively strong comprehensive strength, most of them will choose the marketing model of agricultural product distributors. This model is suitable for companies in the growth and maturity

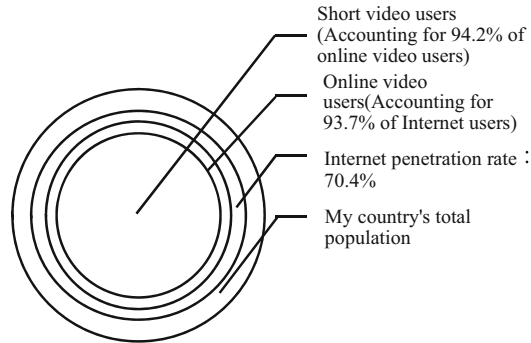
stages, because the comprehensive strength of the companies in these two stages is relatively strong in the industry, and both management and products are relatively mature. The above two traditional agricultural product marketing models are mainly dominated by enterprises, while ignoring the interests of farmers as pioneers in the entire agricultural product industry chain.

### **3.2 UGC Agricultural Products Marketing Model**

UGC mode can be in the form of text, picture, file or video. And in these forms, short videos have more advantages. The Internet-based UGC agricultural product marketing model is a brand-new marketing model. The Internet + agricultural products + UGC marketing model refers to the whole process of farmers who publish information about agricultural products through the Internet and use short videos to find consumers with demand and purchasing power, and then deliver agricultural products to consumers through the logistics system. In the traditional agricultural product marketing model, there is often information asymmetry between farmers and consumers. Farmers sell agricultural products to agricultural enterprises, and agricultural enterprises form the final form of agricultural product sales due to economic costs such as transportation, processing, and storage. Prices have also increased. Consumers get products at high prices, but farmers still have little benefit. Farmers sell products through the Internet, reducing the price difference made by middlemen, and direct transactions between consumers and farmers, facilitating direct communication between the two parties, which is a win-win model for farmers and consumers. Under the UGC model, farmers are no longer merely producers and consumers of agricultural products, but also producers and suppliers of Internet content.

## **4 The Current Situation of UGC Agricultural Product Marketing Model in My Country**

With the rapid development of my country's Internet technology and the continuous improvement of Internet infrastructure, the number of Internet users in my country has risen sharply. By the end of 2020, the number of Internet users in my country has reached 989 million, and the Internet penetration rate has reached 70.4%. People are completely inseparable from the Internet. At the same time, more and more short video new media appeared on Internet platforms, such as Toc Tic, Kuaishou, WeChat video account, etc., which have been loved by the majority of netizens. People only need to use the platform to post topics or content that they are interested in, and use for all kinds of scenario-based applications, you can show what you like and are interested in by likes or following, and you can also show that you are not interested in such topics by unfollowing. According to statistics, as of the end of 2020, the number of online video users in my country has reached 927 million, of which short video users have reached 873 million, accounting for 88.3% of all Internet users, and the number of online shopping users has reached 782 million. This is a huge consumer group. The use of short video marketing came into being. UGC short video is a spontaneous creative behavior, and there are no specific rules. The user's use of short video marketing is an upgrade of online marketing, and



**Fig. 1.** The situation of short video users in my country

the Internet marketing model of agricultural products is constantly changing to conform to the trend. UGC short video online marketing the novel concept of the company has gradually penetrated into the hearts of farmers, in June 2019, more than 50 heads of impoverished counties across the country used the short video platform to broadcast live to speak for local agricultural products. For young and middle-aged people, shopping on the Internet has become commonplace, which provides very favorable conditions for farmers to use short videos to sell agricultural products on the Internet. According to relevant data, the rural resident population in my country accounts for 36.11% of the total population in my country, indicating that more than one-third of the population in China mainly depends on agriculture for their livelihoods. With the popularization of the Internet, rural residents' cognitive ability of the Internet is also increasing. To improve, the marketing model of agricultural products must adapt to the development of the Internet, cater to the habits of consumers, and provide convenient, fast and high-quality services to meet market demand and occupy market share (Fig. 1).

Since the new crown epidemic, because the new crown virus is easily spread in crowds, people have reduced a lot of offline activities, and most people's lives have been greatly affected. Among them, the most important impact on farmers is the agricultural products caused by the epidemic. Unsalable sales have brought a greater impact on the income of farmers. Agricultural products are daily necessities for people. During the epidemic, farmers worry about not being able to sell them, while ordinary consumers worry about not being able to buy them. In order to solve this problem, some farmers took advantage of the characteristics of people's behavior during the epidemic and took corresponding measures. Since people cannot leave their homes enough, online shopping behavior has reached a new height during the epidemic. For farmers, opening a store on ordinary Taobao or other e-commerce platforms requires a large amount of registered capital and requires higher requirements for farmers. For ordinary farmers, this is of little practical significance. As a result, many farmers have begun to promote and sell agricultural products through short video platforms on the Internet. During the epidemic, the "Internet celebrity county magistrate" of Guangshan County town, who appeared on the Tic Toc short video platform, in order to solve the problem of unsalable agricultural products of local farmers, became an "anchor" to carry goods, and taught local farmers

to use short video platforms for agricultural products marketing. The welcome of the fans brought a new turn for the local agricultural products.

## **5 Problems in the Marketing Model of UGC Agricultural Products in My Country**

The UGC agricultural product marketing model in my country is developing rapidly, and its main purpose is for farmers to establish their own agricultural product brands and use short videos to promote them and expand their visibility. The UGC agricultural product marketing model brings opportunities to farmers but also faces many challenges. We have summarized the following issues.

### **5.1 Lack of Professional Knowledge of Farmers**

According to data from the seventh national census, 218,360,767 people have university education in the country's population, accounting for about 15.47% of the country's total population. Although the quality of my country's population is constantly improving, the population structure in rural areas is not balanced. Mainly middle-aged and young children, and due to factors such as the uselessness of reading, the proportion of the population with higher education is even smaller, and rural college graduates who have studied relevant agricultural professional knowledge lack confidence in the future development of the countryside. Most are unwilling to return to their hometowns to develop agriculture. The UGC agricultural product marketing model is an emerging marketing model based on Internet short videos. Farmers are the main body of this marketing activity. They create their own agricultural products brand through short videos to help consumers better understand the brand and products. There are higher requirements for farmers' basic Internet application skills, marketing thinking and marketing skills knowledge, and communication skills. If farmers cannot possess these professional knowledge, it will restrict farmers from carrying out the entire activities of UGC agricultural product marketing.

### **5.2 The Distribution Channels of Agricultural Products Are Not Perfect**

Agriculture is an industry that is highly dependent on natural resources and environmental resources. Most of the agricultural products directly produced by farmers are primary agricultural products, and primary agricultural products often have the characteristics of diverse types, uneven size, freshness and perishability, and difficult to preserve. Some rural areas are remote and restricted by basic resources and facilities, road transportation facilities are backward, highway and railway construction is not perfect, logistics and transportation are underdeveloped, and the transportation and preservation of agricultural products are not guaranteed, which will make the entire sales model become Vulnerable.

### 5.3 The Quality of Agricultural Products Cannot Be Guaranteed

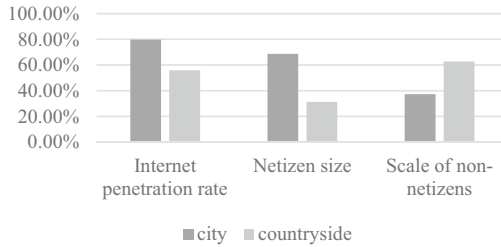
Food quality and safety issues are related to the physical and mental health of the people. In order to ensure the quality and safety of agricultural products, maintain public health, and promote the development of agriculture and rural economy, my country promulgated the “Agricultural Product Quality and Safety Law of the People’s Republic of China” in 2006. However, the growth of agricultural products can be exposed to light. Due to the particularity of natural factors such as humidity, humidity, weather, watering, etc., often the same production batch of agricultural products cannot guarantee the unity of size, taste, and quality. The quality is unstable. The main constituent factors are hygienic quality, sensory quality, nutritional quality, and commercial processing quality, all of which will affect consumer experience.

### 5.4 Insufficient Supervision of Short Video Platforms

In the traditional Internet + agricultural product model, merchants generally display product information on corresponding web pages, and consumers can directly read the information they want to obtain. The merchants provide complete pre-sales, in-sales, and after-sales services. The UGC model is a process where farmers as the main body use short videos to display relevant product information to consumers until consumers buy. Consumers can get closer to the brand, learn more about the brand and product information, and can also conduct certain discussions with farmers. Interaction, thereby increasing the stickiness between the brand and consumers, and its pre-sales and in-sale services are better. However, short videos have a high degree of freedom in the network environment, insufficient standardization, and insufficient supervision, which can easily lead to loopholes and cannot protect the interests of farmers and consumers. In addition, some farmers lack integrated marketing knowledge and value sales and profits. It is believed that it is only necessary to complete the sale of the products. After the ownership of agricultural products is transferred from farmers to consumers, it is difficult to guarantee the after-sales service of products.

### 5.5 Weak Network Infrastructure in Rural Areas

As of December 2020, the number of Internet users in my country has reached 989 million, while the number of rural Internet users is only 309 million, accounting for less than one-third of the total Internet users, the Internet penetration rate in rural areas is only 55.9%. My country has a vast territory with a population of more than 1.4 billion. The complex geographic environment in the east and west, policy deviations, and different funding conditions make the network infrastructure construction difficult. In addition, most of the rural areas belong to remote areas, and even some areas are not covered by basic mobile phone signals. The prerequisite for farmers to carry out UGC short video agricultural products marketing is to have the support of the Internet. It is precisely because of these weak links that farmers the inability to use the Internet short video platform to market agricultural products prevents farmers from using the Internet short video platform to open the market for agricultural products (Fig. 2).



**Fig. 2.** The basic situation of the Internet in urban and countryside

## 6 Strategic Analysis of UGC Agricultural Products Marketing Model in My Country

### 6.1 Carry Out Training on Relevant Knowledge of Farmers

Regarding the UGC agricultural product marketing model, we regularly conduct a series of publicity and training to farmers, strengthen the guidance of farmers' scientific marketing concepts, help farmers accept this model, update new marketing concepts, and conduct targeted online and offline training. Introduce young talents from colleges and universities with relevant knowledge and skills of Internet short videos to go to the countryside to help development, and promote the development of agriculture, rural areas and farmers in poverty-stricken areas. Talent is the foundation of national development. The state should increase policy support, cultivate talents with relevant skills and knowledge, encourage them to go to the grassroots level, invest in the great construction of rural areas, and provide human capital support and technical support for rural development.

### 6.2 Integrate the Types of Agricultural Products and Develop a Distribution System

According to different processing levels, agricultural products can be divided into primary agricultural products and processed agricultural products. Different types of agricultural products have different sizes, shapes, storage and transportation conditions. The Internet database is used to integrate the types of agricultural products, which can improve the logistics system to deliver agricultural products. Speed and efficiency. In recent years, rural e-commerce has continued to develop. Township centers generally have distribution points, but they are lacking in villages. This can strengthen the construction of the logistics system between towns and villages, improve the distribution mechanism, and provide distribution support for UGC agricultural products marketing.

### 6.3 Improve the Quality of Agricultural Products and Establish Agricultural Product Brand Marketing

In addition to formulating relevant policies and standards to supervise the quality and safety of agricultural products, the state can also use the Internet of things to establish agricultural product databases to conduct a chain analysis and quantify agricultural

product quality standards. In addition, in order to reassure consumers about the quality of agricultural products, farmers can make use of the intuitive and clear characteristics of short videos to make the process of agricultural products from production, cultivation, to output transparent, so that consumers can clearly understand the product and strengthen the product. Trust, improve product awareness, establish product brand, shape product image, and use big data to analyze consumer needs, promote the brand in a targeted manner, and achieve precise marketing.

#### 6.4 Strengthen the Supervision of Short Video Platforms

The short video platform is an open network environment, and farmers and consumers have certain freedom of speech. In addition, false information is rampant on the Internet today. While the government is improving relevant laws and regulations to strengthen system supervision, related short video media also need to be highly self-disciplined. According to the characteristics of agricultural products, the security mechanism of UGC content is improved. In addition to manual review, Internet technical appraisal can also be used. Provide a safe and secure platform for farmers and consumers.

#### 6.5 Improving the Construction of Rural Basic Resources

A large part of the lack of development in rural areas is due to the lack of basic resources. In order to build roads before becoming rich, rural roads are important public welfare infrastructure in rural areas. The state has issued a series of documents to build rural roads. However, in my country's remoteness and backwardness the regional infrastructure is still insufficient. Only by continuously improving the construction of rural roads can the country create basic conditions for the marketing of UGC agricultural products for farmers. In addition, if there is no Internet foundation, farmers will not be able to use the short video platform to bring agricultural products to Rome. This requires the state to take the lead in improving the infrastructure of the Internet in rural areas and increasing the penetration rate of the Internet across the country.

### 7 Conclusion

Farmers' use of short videos to market agricultural products is a product that conforms to the progress of the times and promotes rural development. This provides endogenous motivation for my country's rural revitalization, which is conducive to the supply-side reform of agriculture, rural areas and farmers, and achieves high-quality sustainability for agriculture, rural areas and farmers. Development of.

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