

A Case Study on the Application of New Media Technology and Market Expansion of Rural Enterprises in Central China

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Abstract

New media has become a critical marketing method in modern times and plays a vital role in rural China's market expansion and development. Currently, the sales of agricultural products by Chinese rural enterprises have become an indispensable part of agricultural product marketing. In the face of fierce market competition, these companies must focus on building agricultural product brands to enhance market competitiveness continuously. However, under the influence of traditional economic concepts and production models, enterprises in some rural areas of China still need to understand brand building, which limits the effective use of new media and results in certain constraints on marketing agricultural products. Therefore, this article aims to conduct an in-depth study of how rural enterprises use new media technology to highlight their products' unique features and advantages by formulating effective marketing promotion strategies. In the face of fierce market competition, rural enterprises need to use creative marketing methods to increase the visibility and recognition of their products. To this end, researchers have proposed marketing promotion strategies through new media technology. In the process of brand building, this article emphasizes the combination of product characteristics and local culture to ensure that the brand image is more in line with the tastes and needs of local consumers. Through innovative designs of brand logos, slogans, etc., rural enterprises are expected to stand out in the market and enhance their competitiveness in new media marketing. Ultimately, this article aims to provide compelling new media marketing strategies for rural enterprises to promote the upgrade of their brand image and improve the market competitiveness of agricultural product sales.

Keywords: new media marketing, Chinese rural enterprises, brand building

1. Introduction

"New media" refers to the media form that uses digital technology to provide information and services to users through computer networks, wireless communication networks, satellites, other channels, computers, mobile phones, digital TVs, and other terminals (Tham, 2013). New media mainly includes online media, mobile media, online TV, and other forms. New Media originated from a product development plan formulated by American Goldmark in 1967 and quickly became famous worldwide. The American "Wired" magazine defines new media as "communication by everyone to everyone." UNESCO defines new media as "a medium for information dissemination based on digital technology and using the Internet as a carrier." According to data from the Ministry of Agriculture and Rural Affairs, as of the end of 2017, China had more than 3 million new entities such as family farms, farmer cooperatives, and agricultural enterprises, more than 15 million new professional farmers, and 227,000 social service organizations. It serves more than 36 million farmers, with a managed area of 232 million acres and an operating income of 620 billion yuan. This shows that new media has played an essential role in rural industries and promoted the rapid development of the rural economy in China.

With the widespread promotion of new media technology, marketing has been widely expanded. New media technology has the characteristics of transcending communication barriers and is not limited by time and space, enabling information dissemination to cover a global scale. Communicators can deliver information anytime and anywhere and disseminate it

as widely as possible (Fuchs & Unterberger, 2021). At the same time, new media technologies are highly reciprocal. Traditional media usually adopts a top-down information dissemination model, while new media breaks this model. In conventional media, information acquisition is mainly one-way, while new media provides opportunities for two-way communication. Through new media, individuals can express their views on information and engage in real-time two-way communication. In addition, driven by new media technologies, time constraints in publishing and broadcasting have become constraints on traditional media. Traditional media are subject to certain time constraints when releasing information, making people unable to obtain information initially (Cai, 2019). Internet media realizes the real-time release and reception of information through mobile terminals such as computers and mobile phones. It can be disseminated globally and overcome the limitations of regular dissemination of traditional media. This enables people to promptly obtain real-time information from new media and dramatically expands the channels and ways to obtain information.

In China's rapid economic development, the advancement of urban modernization continues to attract the transfer of rural labor, land, and capital. Due to the high wages and high yields brought by cities, various resources have gathered in cities, leading to the decline of the rural economy and the erosion of traditional culture. As China's national economy grows and the urbanization rate and level continue to increase, many young migrant workers have poured into cities to work. This has led to the hollowing out of rural areas, aging, and the emergence of left-behind children, which has seriously restricted the development of the rural economy.

New media platforms (such as WeChat, Douyin, Kuaishou, Weibo, etc.) provide direct-to-consumer marketing and sales channels for agricultural products. The new media provides a convenient way for the promotion of agricultural technology and the dissemination of knowledge. Big data analysis and artificial intelligence technologies on new media platforms have provided new impetus for the development of agriculture. New media platforms have facilitated the development of farming communities and cooperatives. Farmers can build online communities through social media platforms to share experiences, solve problems, and even organize collective purchasing and sales, forming an ecosystem of mutual assistance and cooperation. New media has also played an important role in promoting ecological agriculture and brand building of agricultural products. Through the dissemination of new media, consumers can more intuitively understand the production process and advantages of ecological agriculture, and increase their recognition and trust in ecological agricultural products. At the same time, agricultural products brands can use the influence of new media to quickly establish and spread, improve market competitiveness and consumer loyalty (Guo et al., 2022).

The central region is an important agricultural and manufacturing base in China, but its level of economic development is relatively low compared to the eastern coastal region. By studying the application of new media technology in the market expansion of rural enterprises in central China, effective market expansion strategies and tools can be provided for these enterprises, so as to increase sales and economic benefits, and promote the overall development of regional economy. The application of new media technology helps to narrow the digital divide between urban and rural areas and enhance the market competitiveness of rural enterprises. Studying how new media can help rural enterprises open up markets can provide references for policy makers to formulate more effective digital economy support policies and promote the coordinated development of urban and rural economy. The rural enterprises in central China face the challenges of fierce market competition and asymmetric information. By studying the application of new media technology, these enterprises can better understand the market dynamics and consumer demand, improve the competitiveness of products and services, and then enhance the market position and long-term development ability of enterprises. The content of this study is of great significance for enterprises in rural areas in central China.

This study explores the specific application of new media technology in increasing sales, reducing marketing costs, expanding market scope, etc., and helps rural enterprises find a suitable digital transformation path.

2. Literature Review

(1) Related concepts of Internet marketing

Internet marketing is an integral part of contemporary enterprises' overall marketing strategy. It is a new marketing model derived from the development of the modern Internet. By leveraging visual information technology and instant interactions with today's social media, online marketing aims to more effectively satisfy customers' purchasing desires and needs, thereby achieving corporate marketing goals (Holmberg et al., 2017).

Internet marketing is regarded as an emerging marketing model in modern society and a product of the rapid development of digital information. It is a reorganization of traditional marketing forms rather than a replacement (Fernande & Machado, 2022). Traditional marketing is the basis of Internet marketing. In the Internet marketing environment, the conventional 4P strategy (i.e., product, price, distribution channel, promotion) gradually evolves into the 4C strategy of Internet marketing (i.e., customer, cost, convenience, communication) (Sucitra & Latifah, 2023). With the rapid development of online marketing, the 4C online marketing strategy has gradually become dominant. In contrast, the 4P strategy of traditional marketing has steadily weakened, although its existence must be addressed.

In developing a business, it is crucial to understand the consumer needs of customers and potential customers. Then, take targeted measures based on these needs and implement a "prescribe the right medicine to the case" strategy. As an information medium, the Internet is fully exploited to earn huge profits. Therefore, online marketing convenience, and interactivity needs (Su & Wang, 2020).

(2) New media plays a crucial role in promoting rural market expansion

Research on the use of new media technology by Chinese rural enterprises has found that this trend plays a crucial role in market expansion. By establishing websites and social media accounts, rural enterprises have achieved online promotion of products, brands, and pastoral tourism resources, effectively increasing the company's visibility and exposure (Fan et al., 2016).

At the same time, by cooperating with online platforms, we launched online sales channels, attracting more consumers and further improving sales performance. The interactivity and timeliness of new media technology also enable companies to better communicate with consumers, understand needs and feedback, and provide strong support for improving products and services (Nikunen et al., 2017). Through the analysis of user data, rural enterprises can optimize market strategies and decisions to meet consumer needs better. Therefore, new media technology has played a positive role in publicity and promotion, sales growth, interactive communication, and data analysis in the market expansion of rural enterprises and has provided strong support for rural enterprises to succeed in fierce market competition (Nikunen et al., 2017).

(3) Social platform promotion

The effectiveness of WeChat as a platform for disseminating agricultural knowledge is analyzed. The application cases of WeChat in farmer education and knowledge dissemination are analyzed. Research shows that WeChat has significantly improved farmers' efficiency in obtaining agricultural technology and market information through group chat and public accounts. (Zhang & Clough, 2020). Zhao (2019) pointed out the role of the Pindoduo platform in rural e-commerce, especially in the application of agricultural product sales, and showed that Pindoduo helped rural enterprises and farmers achieve rapid product sales and market expansion through the social e-commerce model. It has effectively promoted the development of the rural economy. (Zhao et al., 2019). Mohamad (2023) analyzed the latest trends and challenges faced by social media in agricultural marketing, paying particular attention to the application of platforms such as WeChat, Weibo, and Douyin in promoting agricultural products and proposed strategies to improve the brand influence of farm products through social media. Through several case studies, we analyze how social media affects rural enterprises' operations and market expansion. The study found that social media platforms enable rural enterprises to interact more effectively with consumers by providing low-cost marketing channels, boosting brand awareness and sales. (Li et al., 2023). Li (2021) discussed the role of new media in agricultural policy communication and rural development and analyzed how the government used new media platforms to publicize agrarian policies and promote rural economic development. Research shows that new media improves the efficiency and coverage of policy communication and contributes to the effective implementation of policies.

(4) Localization

Case studies have shown how short videos and live delivery can help rural businesses and farmers interact directly with consumers, increasing agricultural sales and brand recognition. Wagner (2023) emphasized how new media can promote mutual assistance and cooperation in rural communities, analyzed the establishment and operation of online communities and cooperatives on new media platforms, and demonstrated their role in resource sharing, information exchange, and market development. Regarding applying Pindoduo as a social e-commerce platform in rural poverty alleviation, this paper analyzes its social group-sharing and low-price strategies to help farmers sell agricultural products and improve their income. Studies have pointed out that social e-commerce significantly increases circulation in rural markets and promotes agricultural product sales (Guo et al., 2022).

3. Research Methods

This study adopted a case study research design in qualitative research. Case study, also called case investigation. The study of a specific individual, unit, phenomenon, or topic (Thomas, 2021). This type of research extensively collects relevant information to understand, organize, and analyze in detail the process of the creation and development of the research object, internal and external factors, and their interrelationships to form an in-depth and comprehensive understanding and conclusion of the relevant issues. The unit of case study can be an individual, a group, an organization, an event, or a specific type of problem, which results in personnel research cases, cases of various living units or social groups, cases of media, and cases of various social issues.

A case study is a method of conducting in-depth and specific research on a single research object. The object of a case study can be an individual, an individual group, or an institution. Jiemei Grape, Arm Beef, and Hengmei Food from the

Huanghuai Plain in China participated in this case study and used various data collection methods to evaluate the application of media technology and the market expansion of Chinese rural enterprises. In sociological research, case studies are mainly conducted using participant observation and interview methods, supplemented by the use and research of written materials. The case study method is widely used in the social sciences and allows for a comprehensive investigation and thorough analytical description of a situation.

Huanghuai Plain is located in central and eastern China and is one of the critical agricultural production areas in China. The region has rich agricultural resources and is an essential base for national food and agricultural production. Studying rural enterprises in this area can provide a valuable reference for other rural areas. The rural communities in Huanghuai Plain have a traditional solid culture and a strong sense of community. Applying new media technology can spread and inherit these cultures through digital means and enhance community cohesion. At the same time, new media platforms also allow these communities to display and promote local products. In recent years, the Chinese government has vigorously promoted the rural revitalization strategy, especially in the central region of agricultural modernization and rural economic development, and has invested a lot of resources. The policy has supported the Huang-Huai Plain as an important agricultural area.

The researchers and research data were collected in the Huanghuai Plain in central China to determine the channels through which entrepreneurs in rural enterprises in central China obtain information and how the use of new media expands markets. The researcher consciously selects the objects and locations for study to understand or learn more about the central phenomenon, which is called purposive sampling. They were chosen as research subjects because they represent rural enterprises.

Case A - Jiemei Vineyard

Jiemei Vineyard, located in Henan Province, China, is a high-tech agricultural ecological park focusing on growing excellent grape varieties in domestic and foreign countries. Its business covers grape production, processing, sales, breeding, promotion, technical training, leisure experience, and eco-tourism. To promote grape products and expand the market, Jiemei Vineyard makes full use of new media for publicity and market expansion. Jiemei Vineyard has implemented a comprehensive new media promotion strategy through social media, short videos, and other platforms. Establish official corporate accounts on major social media platforms to publish content about the vineyard's ecological environment, grape varieties, picking experience, etc. At the same time, it interacts with users, answers questions about grape cultivation, brewing, etc., and establishes close contact with consumers. Through the short video platform, the grape growing process and picking process are displayed, the manor's unique natural landscape and agricultural ecology are presented, and short videos of grape tasting are produced to introduce the taste and characteristics of different varieties to attract consumers' interest. Use the new media platform to release a promotional video about the manor's eco-tourism, showcase its unique leisure experience projects, emphasize the uniqueness of the manor, and attract tourists to visit, taste, and experience.

Case B – Arm Beef

Arm Beef Halal Food Co., Ltd., headquartered in Henan Province, China, is a series of beef production and processing enterprises integrating breeding, slaughtering, research and development, braising, and sales. The company actively participates in developing local communities, provides employment opportunities for rural areas by recruiting local labor, and effectively responds to the problems of rural hollowing out and aging. It cooperates with universities in many provinces to deliver fresh beef and adopts innovative sales strategies, including live broadcast technology and multi-platform online sales.

The Arm Beef Company uses new media marketing methods to expand the market with the help of online platforms, increase brand awareness, and achieve sales growth. Among them, live broadcast sales are used: live broadcast technology is used to display beef's production process and cooking methods to attract consumers' attention. At the same time, interact with consumers through the live broadcast platform, answer relevant questions, build trust, and improve purchasing decisions. Secondly, for multi-platform online sales, set up official accounts on major e-commerce platforms and social media to publish product information, promotions, etc. Through social media advertising, we promote the unique qualities of halal beef and guide consumers to pay attention and purchase. The company also cooperates with universities in many provinces to provide fresh meat and establish long-term and stable supply chain relationships. It also collaborates with local communities to strengthen consumer connections and improve brand loyalty through community activities and sponsorships.

Case C——Hengmei Food

Hengmei Food Co., Ltd. is a modern baking enterprise headquartered in Henan Province, focusing on the research and development, production, testing, and sales of 13 major series and more than 300 kinds of hand-baked foods, including bread, cakes, etc. The company is famous for its annual production capacity of 8,000 tons of green high-end snack foods.

Hengmei Food has successfully applied new media technology in market expansion among rural enterprises. By adopting a variety of new media channels, the company successfully promoted its products to a broader market and achieved rapid business growth.

Hengmei Food actively engages in marketing activities through social media platforms. By publishing beautiful pictures and exciting content on Weibo, WeChat, and other platforms, companies have attracted many followers and established interactive consumer relationships. This interaction promotes product exposure and provides consumers a platform to understand the company, products, and brand concepts. Secondly, the company used the short video platform in new media marketing. By publishing short videos related to the baking process on platforms such as Douyin and Kuaishou, Hengmei Food showcases the craftsmanship of its production process and the attractive appearance of its products. This vivid and intuitive display form is deeply loved by consumers and effectively increases product attention and awareness. Hengmei Food has also achieved integrated online and offline sales by establishing its e-commerce platform. This initiative provides a convenient shopping experience and attracts more consumers to participate in online shopping through new media advertising and promotion activities, further expanding market share.

4. Results

4.1 Use of New Media Technologies

This study selected three rural enterprises as cases to conduct an in-depth analysis of their experiences in market expansion. These companies have established online sales platforms and drive online sales through these platforms. Leveraging these sales channels, they can flexibly meet the needs of different customer segments. Social media marketing theory mentions that companies use social media platforms for publicity and market expansion and draw lessons from social media marketing theory by establishing official accounts, publishing content, and interacting with users. This theory emphasizes social media interaction between brands and users to increase brand awareness.

Rural enterprises	Publicity platform	Propaganda way	Propaganda content
Jiemei Vineyard	Douyin	Douyin live	Product story Grape production process Personal views
The arm beef	Douyin	Douyin live	product mix Personal views
HengMei food	Channels	short video Channels	Product story Entrepreneur entrepreneurship

Figure 1. Online sales channels for country businesses

As shown in Figure 1, Jiemei Grape's sales channels involve Douyin, 1688 (Alibaba wholesale platform), Taobao sales, and its promotional platforms, Douyin and WeChat. Douyin is one of China's most famous short video social platforms, with Hundreds of millions of active users. Douyin's fast-paced and visually impactful short video format has become a new channel for agricultural product marketing.

Social capital theory focuses on the impact of social connections between individuals and organizations on information flow and resource acquisition. In rural enterprises using new media technologies, social capital theory emphasizes establishing and strengthening social networks between enterprises, customers, and partners through social media. In this case, producers can use Douyin short videos to display and promote products, establish more direct consumer interactions, and attract more target audiences. By watching Douyin videos, consumers can more directly understand agricultural products' quality, production process, and stories and inspire the audience to choose products.

Arm Beef actively uses new media channels to achieve product sales through corporate websites and e-commerce platforms such as JD.com and Taobao. On the corporate website, in addition to product promotion, it also displays corporate culture and brand culture, emphasizing the inheritance of technology and culture to enhance consumers' trust in the arm beef brand. This embodies the "brand building" in communication theory. Through planned publicity and cultural transmission, the company creates an image that is actively conveyed to the outside world, thus affecting consumer attitudes and behaviors.

Hengmei Food's sales channels include WeChat Mall, Taobao, and Alibaba wholesale platforms. Among them, order sales are the main form, and rapid growth in sales is achieved through customized event souvenirs, gift packages, and other products. This is in line with "market communication" in communication theory. Through sales through different channels, it meets diversified consumer needs and improves the visibility of products in the market. It is a robust enterprise in Alibaba's wholesale platform, and it also embodies the "word-of-mouth communication" in social communication theory;

that is, through order sales, consumers spread word of mouth, forming a good reputation that is beneficial to the brand. In both cases, branding and marketing communication are critical factors in the new media marketing process. Through promoting corporate culture and brand culture, as well as channel layout to meet different sales needs, rural enterprises have successfully used new media as an effective marketing tool to achieve brand promotion and market expansion.

Social Information Processing Theory points out that social information processing theory can explain how new media technology enhances information transmission and interaction between enterprises and consumers. By observing market trends, rural entrepreneurs have adopted a variety of new media platforms, including social media, e-commerce platforms, etc., to increase product exposure and diversify sales channels. For example, strategies for publishing product information, conducting promotional activities, and interacting with customers through social media. They believe introducing new media technology enhances the company's brand awareness, improves communication with customers, and increases customer loyalty.

Applying new media technologies, including live broadcasts, short videos, etc., involves new media communication theory. This theory emphasizes the importance of new media platforms' immediacy, interactivity, and content presentation to user experience and brand building in information dissemination. Entrepreneurs actively increase the exposure of their products in the market through digital marketing methods, such as social media releases, promotional activities, etc. Introducing new media technology has improved the interaction between enterprises and customers, communicated more closely with customers through online platforms, and increased customer loyalty. At the same time, using new media technology effectively enhances the company's brand awareness and makes it stand out in the fiercely competitive market.

4.2 Social Media Integration

Society has entered the new media era at full speed. Still, the most crucial feature of the media era is its rapid dissemination of information and its wide range of content. This fast development model means that more than traditional marketing methods are needed to meet and attract the growing needs of consumers. In addition to absorbing the advantages of conventional marketing methods, Douyin's short video operating platform has also added its innovative marketing model. On the one hand, through Douyin short videos, a video display method that combines pictures and texts, the energy for users must be far greater than the traditional text or picture communication mode.

On the other hand, Douyin can achieve shallow entry barriers for users. Regardless of their age or level of education, anyone can quickly learn how to operate Douyin. This relatively low entry threshold makes more people willing to use Douyin, the short video software.

The most significant advantage of social media is that it is a relatively low-cost marketing strategy that can increase brand awareness. Social media marketing can also increase website traffic and generate leads. At the same time, we use the influence of broader network communication to promote products and services, build target portraits based on feedback, build communities, and establish connections with target audiences. Generally speaking, the way rural enterprises use social media is similar to that of medium and large enterprises. They all need to share, participate, monitor, and optimize. Rural businesses focus more on achieving growth, while established brands may focus more on expansion. Social media is an effective and potentially hugely rewarding marketing channel for small businesses. The three cases mentioned above all used social media extensively for promotion.

Rural enterprises	Publicity platform	Online sales platform
Jiemei Vineyard	Douyin Wechat	Douyin live Douyin short video Alibaba
The arm beef	Douyin	Jingdong Douyin live Taobao Douyin live Douyin short video Enterprise website
HengMei food	Douyin Channels	Douyin live Douyin short video Wechat Alibaba

Figure 2. The way of rural businesses are sold online

For example, in the case A of Jiemei Vineyard in Figure 2, Douyin's short video marketing can be used to display the quality of agricultural products, the grape growing process, entrepreneurs' entrepreneurial stories, and personal views on the grape industry through short video content to attract users. Follow and buy. The method of live broadcast promotion is to use the live broadcast function in Douyin to face users directly and conduct product display, explanation, and

interaction in real time to increase user trust and purchase desire. Social media algorithms are constantly evolving. Algorithm changes will affect the frequency of display of specific types of content among users. By maintaining the diversity of content, we ensure that the content displayed on social media can be widely displayed.

Rural enterprises can switch between using multimedia forms such as pictures, videos, and charts to cover different themes and topics, including industry trends, employee stories, product introductions, customer feedback, etc., to ensure their content is comprehensive and in-depth. In terms of content, there aren't a few restrictions. Arm Beef selects agricultural products with unique regional characteristics for social media promotions, which can meet consumers' needs for fresh and specialty agricultural products and increase the appeal of the video. The Chinese Lunar New Year is a time of massive increase in sales for case B, as shown in Figure 2, because China has the habit of visiting friends during the Spring Festival, and bringing beef when visiting relatives and friends is a sign of family affection.

Since it is difficult for rural enterprises to achieve widespread dissemination of their influence on social media, cross-promotion has become an effective way for them to expand their audience. By jointly promoting products or services with partners in related fields, rural enterprises can reach each other's customer groups and achieve communication with potential customers. Rural enterprises usually have limited resources, and cooperation with other enterprises can realize the sharing of marketing costs, including advertising expenses and publicity activity expenses. This cooperation model effectively integrates resource advantages, achieves more efficient market promotion, and helps gain competitive advantages in the fiercely competitive market.

In rural enterprises' new media expansion process, entrepreneurs focus on achieving advertising goals and increasing the impact and effectiveness of their advertising by posting well-designed ads on social media platforms. Through social media advertising, rural enterprises can directly interact with their target audiences and leverage the platform's massive user base to achieve widespread brand exposure. Through precise placement on social media, rural enterprises can design personalized advertising content for different customer groups, improving the accuracy and attractiveness of advertising. Social media advertising theory emphasizes the importance of establishing close connections with users. Therefore, entrepreneurs focus on interaction with the audience in advertising design and respond to user feedback to improve user experience.

For example, in the case shown in Figure 2, the person in charge of the company of Hengmei Food shared product stories and entrepreneurial stories in WeChat videos and shared daily business orders, which can attract more people who need group purchases through these business orders. We have joined many raw material supply groups on WeChat. These supply groups quote prices daily, allowing them to know the cost of raw materials as soon as possible and place orders in time to help factories ship goods on time. Among them, in the summer of 2023, the factory received foreign orders on Alibaba, and four handmade snacks were exported to the UK.

In addition, rural enterprises' focuses on incorporating storytelling and emotional elements into advertising, arousing resonance with users through vivid and exciting advertising content, and enhancing the emotional connection between the brand and users. In the new media expansion of rural enterprises, telling the company's story and showing the product production process can better attract users' attention and improve the communication effect of advertising. New media platforms such as Douyin short videos provide unique marketing opportunities for rural enterprises. The Douyin short video platform attracts users' more profound attention by combining pictures and text. Users are more focused on its content than on traditional text or picture communication mode. Rural enterprises have advantages in terms of using social media to improve brand awareness and cost control. Rural businesses using social media can increase brand exposure, but the cost is relatively low. He also mentioned other benefits of social media marketing, including increasing website traffic, generating leads, and promoting products and services through widespread reach. Respondents believe social media marketing is an effective and rewarding marketing channel.

4.3 Multimedia Application

Rural enterprises	Publicity platform	Flat set sales quantity	The number of fans	Likes
Jiemei Vineyard	Douyin	5631	19000	173000
	Alibaba	8397	2500	\
The arm beef	Douyin	3673	15000	151000
	Jingdong	1654	2000	\
HengMei food	Taobao	11886	6099	\
	WeChat mall	6215	4923	\
	Alibaba	23000	\	\

Figure 3. Online sales and operational data of country enterprises

Through social media platforms such as Diuyin and Alibaba, Jiemei Vineyard cleverly uses a combination of pictures and text to vividly display the charming landscape, harvest scenes, and diverse grape varieties of the estate. This visual communication, through a combination of images and text, intuitively communicates the uniqueness of the estate to potential clients, sparking the viewer's interest. On the other hand, Jiemei Vineyard also uses short videos to create a sense of intimacy and emotional resonance by showing the grape growing process and picking experience. This combination of audio and video can touch consumers' emotions on a deeper level, causing them to resonate and identify with the vineyard. As shown in Figure 3, the social account of Jiemei Vineyard has a higher number of fans and likes. Platform sales and fan interaction: The use of these multimedia methods on social media platforms can help increase the estate's exposure and attract more followers and fans. Through vivid graphics, texts, and emotionally resonant short videos, Jemei Vineyard has successfully demonstrated its unique charm in the new media era, providing an effective boost to the estate's product sales and brand awareness.

Arm Beef Halal Food Co., Ltd. adopts an all-round display method through the corporate website, which may vividly display the production process, technological inheritance, and corporate culture of Arm Beef through multimedia forms such as graphics, text, and video. This comprehensive display method helps consumers fully understand the company and build a deep understanding of the company. On e-commerce platforms such as JD.com and Douyin, it is possible for arm beef halal food to be promoted through a combination of graphics and text. It not only introduces product features through text but also displays product cuts, cooking methods, etc., through pictures and videos to increase consumers' desire to buy. By analyzing the sales volume and fan interaction on the platform, as shown in Figure 3, Douyin has greater attention and interactive likes, which enhances customer trust and can better understand the actual effect of these multimedia forms on the e-commerce platform. In order to formulate and provide references for more precise marketing strategies.

Hengmei Food Co., Ltd. may provide personalized, customized services through WeChat Mall, including products and packaging. Through the combination of pictures and text, the unique features of the product can be vividly displayed and attract users to make personalized, customized purchases. This form not only enhances the user's sense of participation but also improves the personalized customization of the product. On the Alibaba wholesale platform, Hengmei Food may display production lines, quality inspection processes, etc., by uploading company introduction videos to demonstrate the company's strength and product quality to potential wholesalers. Such multimedia display helps to establish trusting relationships with wholesalers and enhance the competitiveness of enterprises in the wholesale market. As shown in Figure 3, Hengmei Food has a high sales volume on the Alibaba platform. By analyzing platform sales numbers and fan interactions, the actual effectiveness of these multimedia formats in the wholesale market can be more comprehensively assessed.

Rural enterprises have successfully carried out market expansion and brand promotion through the clever use of multimedia means such as social media platforms, corporate websites and e-commerce platforms, providing effective support for product sales. Through in-depth analysis of the effects of multimedia applications, we can provide reference and reference for other rural enterprises to better adapt to the market needs of the new media era.

4.4 Promotion and Interaction

In the current new media era, successful software platforms often considerably influence their large fan user base. Especially in short video marketing, user experience has become the most crucial consideration. In the new media era, quick video marketing needs to maximize users' sense of involvement and participation (Atherton & Newman, 2017). Therefore, in addition to paying attention to the production quality of short video content, active interaction with fans has become a crucial link that helps maintain good marketing operations. Successful software platforms in the new media era have made remarkable achievements in establishing close interactive user relationships. By actively participating in and listening to user feedback, they can more accurately meet user needs and provide more attractive short videos.

The success of a software platform depends not only on technological innovation and content quality but also requires an in-depth understanding of user needs and attention to user feelings and participation. By establishing active, interactive relationships with fans, software platforms can better understand the market, flexibly adjust strategies, and maintain a good user experience, thereby standing out in the fierce competition. This user-oriented business philosophy makes a successful software platform an indispensable key factor in marketing in the new media era.

Based on the case research results, it can be concluded that new media technology plays a key role in the market expansion of rural enterprises. First and foremost, by establishing a corporate website and social media accounts, the company has successfully used online platforms to promote products, brands, and rural tourism resources, significantly increasing its visibility and exposure on the Internet. This provides rural enterprises with broader market access channels, allowing them to stand out in the fierce market competition.

Through close cooperation with online platforms, the company has successfully launched sales channels catering to modern consumers' tendency to shop online. This strategy attracts more consumers and effectively improves the company's sales performance. By promoting and selling products online, companies can break through geographical

restrictions and reach a wider consumer group, further expanding market share.

Thirdly, the interactivity and immediacy of new media technology create a more convenient platform for communication between enterprises and consumers. Companies can interact more closely with consumers and understand their needs and feedback by using tools such as social media. This helps companies adjust products and services promptly, improve satisfaction, and simultaneously strengthens the relationship between consumers and companies and cultivates loyalty.

Enterprises fully use new media technology to conduct user data analysis and provide valuable market insights by collecting, analyzing, and interpreting consumer behavior data (Kujala & Virkkala, 2021). This helps companies understand market trends and consumer preferences more accurately and provides strong support for corporate decision-making and optimization of market strategies. Companies can better meet consumer needs and maintain market competitiveness by continuously optimizing marketing strategies.

5. Discussion

The study found how these rural enterprises implement personalized marketing strategies through social media platforms (such as WeChat, Douyin, etc.) to engage with consumers and increase brand awareness and loyalty. This study explores in depth how local characteristics and cultural factors in the Huanghuai Plain region influence the development and execution of social media marketing strategies. Combined with the traditional rural enterprises' community communication mode, it helps to enrich the understanding of Chinese rural enterprises' social media use behavior. The study shows how these companies integrate social media marketing with digital technologies to support their growth strategies, especially innovative practices in market expansion, brand building, and product promotion. This study explores how to promote the successful use of social media by rural enterprises through policy support and experience sharing and provides actionable recommendations and guidance for other enterprises in similar contexts to promote the digital transformation process of rural enterprises.

6. Conclusion

Through an in-depth analysis of case studies, it is not difficult to see that new media technology plays a vital role in the market expansion of rural enterprises. First of all, by building a corporate website and social media accounts, the company successfully promoted its products, brands, and rural tourism resources online, effectively increasing the company's visibility and exposure. This method of online promotion through new media technology creates wider market visibility for rural enterprises and lays the foundation for attracting potential customers.

Cooperation with various online platforms enables rural enterprises to successfully launch online sales channels. This not only expanded sales channels and attracted more consumers but also achieved significant sales performance improvements. The use of new media technology enables rural enterprises to make full use of Internet resources, break through geographical restrictions, achieve all-round coverage of product sales, and create a broader market space for enterprises.

The interactivity and timeliness of new media technology provide companies with opportunities to interact more closely with consumers. Through the effective use of platforms such as social media, rural enterprises can communicate directly with consumers and obtain consumer needs and feedback in a timely manner. This provides strong support for companies to improve their products and service quality and establish a closer relationship between companies and consumers.

Finally, new media technology also gives enterprises powerful data analysis capabilities. Through the analysis of user data, rural enterprises can gain an in-depth understanding of market trends, consumer behavior, and preferences and provide enterprises with scientific market strategies and decision-making basis. This data-based decision-making model enables companies to meet consumer needs more accurately and improve market competitiveness.

Generally speaking, new media technology plays multiple key roles in the market expansion of rural enterprises, including publicity and promotion, sales channel expansion, interaction with consumers, and data analysis. This provides new business opportunities for rural enterprises, which is expected to promote their better integration into the contemporary market and achieve sustainable development.

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Authors contributions

Dr. Meng Liu were responsible for study design and revising. Dr. Wan Antia Binti Wan Abas was responsible for data collection. Prof. Roslina Mamat drafted the manuscript and Dr. Meng Li revised it. All authors read and approved the final manuscript. Authors contributed equally to the study.

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Competing interests

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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