

Original Paper

The Practical Exploration of New Farmers in Ganzi Prefecture Promoting Rural Revitalization through Short Video Sales from the Perspective of Scene Dissemination

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Abstract

From the perspective of scene communication theory, this study, based on scene communication theory, analyzed more than 200 short videos of 12 new farmers and found that the construction of content scenes, communication scenes, and consumption scenes has played a role in broadening sales channels, promoting employment, inheriting culture, and promoting the integration of agriculture, culture and tourism. But there are also problems such as content homogeneity, weak operational capacity, poor supply chain, and low conversion rate. Based on this, optimization paths are proposed from four dimensions: in-depth content development, enhanced digital literacy, improved supply chain, and policy empowerment, to provide references for the high-quality development of short-video sales by new farmers in Ganzi Prefecture and similar ethnic areas.

Keywords

New farmers, Short video marketing, Scene promotion, Rural revitalization, Ganzi Prefecture

Quotations

For the first time in 2022, the Central Document No.1 proposed the implementation of the “Digital Business for Rural Revitalization” project, emphasizing the empowerment of rural e-commerce with digital technology and the promotion of agricultural products out of villages and into cities. The 2023

Central Document further clarifies support for the development of new business forms such as live-streaming e-commerce and short-video sales, providing policy support for the digital transformation of rural industries. Short videos, with low entry barriers, fast dissemination and strong interaction, have become a tool for new farmers to connect production and consumption.

In recent years, local young people returning home, grassroots cadres, large-scale farmers and breeders, inheritors of intangible cultural heritage and other groups have actively transformed into “new farmers”. Based on the theory of scene communication and in combination with research, this article analyzes the current situation, achievements and problems of short-video marketing in Ganzi Prefecture and puts forward suggestions.

1. Digital Business for Rural Development and the Core Content of New Farmers’ Short Video Marketing

1.1 Policy Orientation for Promoting Agriculture through Digital Business

“Digital Business for Agriculture” is based on digital technology and carried by e-commerce platforms, with the aim of improving the efficiency of agricultural product circulation and increasing farmers’ income. The specific measures include improving rural digital facilities, cultivating rural digital talents, developing rural e-commerce, promoting the integration of agriculture, culture and tourism, and establishing agricultural product brands. For Ganzi Prefecture, this is an important measure to consolidate the achievements of poverty alleviation and promote rural revitalization.

1.2 Scenario Communication Logic of New Farmers’ Short Video Sales

Scene communication theory holds that communication activities are influenced by space, content, emotion and relationship. Short videos have broken the traditional e-commerce image-text model, achieving “what you see is what you get, what you feel is what you buy.” Peng Lan (2015) pointed out that “the essence of mobile communication is scene-based service, that is, the perception of the scene (situation) and the adaptation of information (service). The scene has become another core element of media after content, form and social.” (Peng, 2015) Short video marketing achieves precise matching of information and consumer services by presenting a combination of four scene elements: “space and environment” (plateau scenery, real scenes of villages), “real-time status” (Cordyceps sinensis digging sites, daily life in homestays), “life inertia” (the rhythm of life of farmers and herdsmen), and “social atmosphere” (fan interaction, community trust).

“New farmer” refers to a new type of agricultural practitioner who uses the Internet as a tool to engage in agricultural production, circulation and service. New farmers are new types of agricultural practitioners who are different from traditional farmers and have Internet thinking, digital skills and entrepreneurial awareness. They are the core subjects of digital business for agriculture. The essence of short-video marketing is contextualized communication: New farmers incorporate products, rural landscapes, and ethnic cultures into their content through production, life, culture, and consumption scenarios, stimulating users’ emotions and purchasing intentions.

2. The Scene Composition and Current Development Status of Short Video Sales by New Farmers in Ganzi Prefecture

2.1 Content Scene: Deep Integration of Ethnic Characteristics and Rural Flavor

The content of short videos of new farmers in Ganzi Prefecture mainly includes life scenes that showcase dwellings, daily labor, and family life, conveying the warmth of the countryside; cultural scenes that present intangible cultural heritage elements such as Guozhuang dance, Thangka painting, and incense making to enhance ethnic identity; and sales scenarios that help users make consumption decisions through physical trials and direct shooting from the place of origin. These content scenarios are authentic, regional, and visually appealing, creating a distinctive communication advantage.

2.2 Dissemination Scenarios: Platform Empowerment and Private Domain Traffic Work Together

New farmers mainly rely on short-video platforms such as Douyin and Kuaishou. Expand the reach by leveraging traffic support, topic challenges, official recommendations, etc., in the “agriculture, rural areas and farmers” section of the platform. Some new farmers build fan groups and wechat groups, post on Moments, and build private traffic pools. Achieve user retention, repeat purchases and word-of-mouth promotion. Local governments, media convergence centers, and rural revitalization departments act together. Provide publicity and traffic support for high-quality new farmer accounts to make local content visible to more people.

2.3 Consumption Scenarios: Trust Building and Emotion-driven Conversions

The core competitiveness of products from ethnic regions lies in their originality, naturalness and ethnic characteristics. New farmers themselves appear on camera, shoot on the spot, supply directly from the origin and provide good after-sales service to build user trust. Use local sentiment and cultural identity to drive user consumption. Short video marketing creates a closed loop of “content-trust-consumption”. This effectively solves the problem that even good products need to be properly advertised, and delivers plateau products directly to consumers across the country.

2.4 Development Status: It Has Reached a Certain Scale But Is Still in Its Infancy

At present, there are representative creators of new farmers’ short video sales in Ganzi Prefecture, such as Mizang Zhuoma, Dejichu and Yu Dechun. The sales of local products and services such as Cordyceps sinensis, yak meat, and homestays have increased significantly.

Overall, the number of new farmers is small, their professional skills vary, and the content is mostly similar. The supply chain and logistics system are not well-developed and the degree of branding is not high. The development pattern of scale, standardization and branding has not yet been formed, and the potential of digital empowerment for rural revitalization has not been fully exploited.

3. The Practical Achievements of New Farmers in Ganzi Prefecture in Promoting Rural Revitalization through Short Video Sales

3.1 Expand the Sales Channels of Agricultural Products and Boost Farmers’ Income and Prosperity

Short-video marketing breaks down geographical barriers and information gaps, enables plateau specialty agricultural products to reach consumers across the country directly, reduces intermediate circulation links, and increases the premium space of products. Take Ganzi Prefecture's 2024 "E-commerce Sales Champion for Farmers" as an example. Mizang Zhuoma (Gongsha Village, Chitu Township, Daocheng County) has over 4 million followers across all online platforms and sells agricultural products by showcasing original ecological scenes such as Cordyceps sinensis digging and snow-capped mountain grazing. In 2024, its online sales reached 5.11 million yuan. Another typical account, "Losang and Little Zhima", operated by young people returning from Shanghai, achieved online sales of 7.8691 million yuan in 2024, bringing nearly 200 million views to their hometown. Short-video marketing is reshaping the distribution of benefits in the circulation of agricultural products in Ganzi Prefecture. According to public data from the People's Government of Ganzi Autonomous Prefecture, from January to May 2025, the prefecture achieved online transaction volume of 4.188 billion yuan through e-commerce, an increase of 13.70%, and online retail sales of agricultural products reached 101 million yuan, an increase of 16.62%. According to statistics, the total number of online merchants in the state has reached 31,800, and e-commerce has created 105,500 jobs, effectively solving the problems of narrow sales channels and low premiums for traditional agricultural products.

3.2 Activate Rural Cultural and Tourism Resources and Promote the Integrated Development of Agriculture, Culture and Tourism

New farmers showcase the high-quality cultural and tourism resources of Ganzi Prefecture, such as snow-capped mountains, grasslands, villages and intangible cultural heritage, through short videos in an all-round way, attracting a large number of tourists to visit rural areas, experience folk customs and stay in homestays, promoting the coordinated development of agricultural product sales and rural tourism. In Danba County, Dejichu has continuously posted content about the daily life of the Jiarong Village homestay, watchtower architecture and Guozhuang dance through short videos, which has become an important channel for the growth of homestay customers, and tourists have changed from "passing by" to "visiting specially".

3.3 Cultivate Digital Talents in Rural Areas and Attract Young People to Return to Their Hometowns to Start Businesses

According to the public information of the People's Government of Ganzi Prefecture, the total number of online merchants in the prefecture reached 31,800, and e-commerce created 105,500 jobs. During the "618 E-commerce Festival" in 2025, the prefecture achieved online retail sales of 710 million yuan, an increase of 15.64% year-on-year. In 2025, three training sessions for e-commerce live-streaming talents were completed, with more than 180 people trained. 65 rural e-commerce instructors were selected, with a focus on cultivating farmers and herdsmen live-streamers and rural sales experts, and encouraging the use of new business forms such as short videos and live-streaming sales to tell the stories of "Holy Ganzi" products.

3.4 Inherit Ethnic Culture and Shape a Positive Image of the Countryside

New farmers use short videos as a medium to regularly disseminate folk customs, intangible cultural heritage skills, local culture and stories of rural transformation, break the stereotype of ethnic areas from the outside world, show the new look, new vitality and new hope of rural revitalization, enhance rural cultural confidence and ethnic cohesion, and achieve the resonance of cultural revitalization and industrial revitalization.

4. The Real Predicament of New Farmers in Ganzi Prefecture selling Goods through Short Videos

4.1 Homogeneous Content Creation and Insufficient Professional Level

Most new farmers have not received systematic training in content creation. The videos are rough, the editing is simple, and the narrative style is monotonous. There is a lot of imitation, no originality, and no deep narrative. It's impossible to create sustained appeal or build an account IP.

4.2 Weak Digital Operation Capabilities and Low Traffic Conversion Efficiency

Most new farmers are not familiar with platform algorithms, traffic rules and fan operations. The exposure of the content is unstable, the fans can't be retained, and there is little interaction. Traffic cannot be effectively converted into sales, and the situation of "having fans but no sales, having traffic but no benefits" is obvious.

4.3 Imperfect Supply Chain and Logistics System

Ganzi Prefecture is located in the highland mountainous area, and its logistics costs are 30% to 50% higher than those in the inland areas. The cold chain facilities are inadequate and the loss rate of fresh produce is high. Low levels of standardization and branding of agricultural products, simple packaging, inconsistent quality grading, and insufficient market competitiveness.

4.4 Inadequate Policy Support and Supporting Services

Digital skills training, e-commerce operation guidance, financial support, venue support, legal and tax services for new farmers are all inadequate. Without a systematic and regular training mechanism, it is difficult to support the long-term stable development of new farmers.

5. Optimization Path for New Farmers' Short Video Sales in Ganzi Prefecture from the Perspective of Scene Dissemination

5.1 Do a Good Job in Scene Content and Create Characteristic Original Works

Based on the ethnic culture and regional characteristics of Ganzi Prefecture, explore the four major scenarios of production, life, culture and consumption. Strengthen the production of original content and incorporate elements of intangible cultural heritage, folk tales, local sentiments and personal experiences. Increase depth and recognition of content to prevent homogeneous competition.

5.2 Enhance Digital Literacy and Strengthen Professional Operation Capabilities

The government, universities and platforms conduct specialized training together. The training also covers short video shooting, editing, operation, live-streaming sales and fan maintenance. Help new farmers learn platform rules, traffic operation and user conversion skills, and increase traffic monetization efficiency.

5.3 Build a Good Supply Chain System to Promote Brand Creation of Products

Build a state-level agricultural product supply chain service platform and improve the supporting facilities such as cold chain logistics, warehousing, packaging and quality inspection. Promote standardized production of agricultural products and cultivate local public brands and individual unique brands. Increase the added value and market competitiveness of products.

5.4 Strengthen Policy Empowerment and Establish a Full-chain Support Mechanism

Increase financial subsidies, site support and traffic support for new farmers. Create a collaborative cultivation mechanism of “government+university+platform+enterprise”. Provide new farmers with full-chain services including creation, operation, sales and after-sales. Create a favorable environment for development.

6. Conclusion

Driven by both the Digital Business Revitalization Project and the Rural revitalization strategy, short-video sales have become an important way for new farmers in Ganzi Prefecture to help rural development. Scene communication provides theoretical guidance for new farmers’ content creation and dissemination, driving content production to shift from “traffic-oriented” to “value-oriented”, and from “homogeneous competition” to “differentiated development”. In the future, Ganzi Prefecture will stand on its ethnic characteristics, break through the predicaments in content, operation, supply chain, policy, etc., allow new farmers’ short-video sales to develop well, let the digital dividend truly help the countryside and farmers, and add lasting impetus to rural revitalization in ethnic areas.

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