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Marketing strategy of One village One Product new Media Matrix Marketing in Thailand

Yixiao Zhang, Chuanchen Bi

College of Graduate Study in Management, Khon Kaen University

chuabi@kku.ac.th

Abstract. In order to protect and inherit Thai national culture and help farmers to overcome difficulties, the Thai government launched the "One Village, One Product" project, aiming at the deep processing products of local natural resources used by villages and towns to make traditional products with cultural connotations and related ecological industries. Through opening exhibition windows in the tourist areas, overseas trade fairs and e-commerce websites to provide online ordering service and other ways. However, in recent years, due to the epidemic and other adverse factors, the progress of marketing and implementation is in trouble. This article is based on the situation that the offline consumption power of traditional media is not optimistic due to the lack of publicity, and it propagates that the featured products of one village and one product in Thailand should be more in line with the trend of "Internet +". The new media matrix platform taking TikTok as an example has created a lower cost and higher quality industrial promotion channel for enterprises. By introducing the marketing matrix technology of new media, to promote the products through diversified media channels, to cover the vision of Chinese people as much as possible, to promote the excellent Thai "one village one product" products to the Chinese market, to bring new vitality to one village one product.

Keywords. "One village one product", New media matrix marketing, Strategy research

Introduction

As one of the major countries in agricultural production and export, Thailand has rich natural resources based on the advantages of fertile soil and water, which has become the main economic resource of Thailand. Similarly, various provinces have produced a wealth of characteristic products, such as: characteristic fruits, Thai silk products, handmade wood carvings, weaving utensils, pottery and so on. In order to actively solve the problem of poverty among farmers, the Thai government, following the example of Japan, vigorously implements the "One Village, One product" program, which helps farmers in various villages and towns to make use of local natural resources, produce traditional products with cultural connotations and develop tourism projects. In 2019, it invested 901 million baht to follow the rating system of OTOP products. Help the products of villages and towns around the country to improve product quality, can better expand the sales market. In recent years, the epidemic has caused an extremely strong impact on Thailand's tourism industry, leading to a decrease in the number of foreign arrivals, the long-term negative growth of the offline sales of "one village, one product",

and the relatively low proportion of Thai people to buy "one village, one product", which highlights the weakening influence of the traditional commodity dumping and advertising channels of "one village, one product". With the development of media technology, social changes in terms of the traditional media technology in the past, people's social life time has become fragmented, and short video platforms such as tik-tok, kuaishou and etc have become popular. The advantages of commodity exposure and sales capacity of short video platform have also been shown. In terms of economic value, the combination of "One village, one product" project and new media marketing needs to have practical research significance.

Literature review

OTOP

"One town, one product" means the village based, also known as "OTOP". This word is not unfamiliar to the domestic and foreign markets, the brand originated in Japan, at that time in Japan called "One Village One Product" after introduced into Thailand, using the abbreviation of English One Tambon One Product became "One town one product: OTOPT"(Tambon refers to the district-level units of Thailand's administrative regions). The plan is one of the economic grass-roots policies and social security strategies established by the government (Lu, X. and Qin, F., 2021). A local entrepreneurship stimulus program designed by former Thai Prime Minister Thaksin Shinawatra during his 2001-2006 Thai Rak Thai government, drawing on the model of "One Village One Product". The Thai government has allocated one million baht to each of the country's 45,000 natural villages as start-up capital, with each village choosing to lead product development. Designed to support the unique local manufacture and sale of products in every Thai village and village throughout Thailand. The OTOPT program encourages village communities to improve the quality and marketing of local products by selecting one premium product from each tambon to receive an official brand as its "Star OTOPT product". It provides a local and national stage for promoting these products. OTOPT includes a wide range of local products including traditional handicrafts, cotton silk clothing, pottery, fashion accessories, household items and food (Royal Thai Embassy., 2021) and (Wikipedia., 2022).

New media matrix marketing

Definition of new media matrix concept. New media matrix, as its name implies, is a new media business model that provides consumers with more information business and channels marketing under the diversified new media matrix to increase the brand influence of enterprises, so as to obtain a high customer conversion rate, direct customers to a new media, and finally become users, so as to achieve the ultimate goal of sustainable profitability of enterprises. This paper divides the new media matrix into cooperative new media matrix, covering new media matrix and joint new media matrix. Definition of collaborative new media matrix: A new media platform is used to form a matrix with more accounts for various purposes and jointly provide services for a new subject to meet the various application ways of the new media characteristics of this subject. Matrix operation can be divided into three forms according to platform characteristics and business conditions, namely horizontal matrix, vertical matrix and category matrix: Horizontal matrix refers to the enterprise's layout in the all-media platform, including its own App, website and all kinds of new media platforms such as Wechat, new media, Toutiao, A Little information, Penguin, etc., which can also be called the external matrix. The vertical matrix mainly refers to the ecological layout of an enterprise in a certain media platform and the in-depth layout of its various product lines, which can also be called the

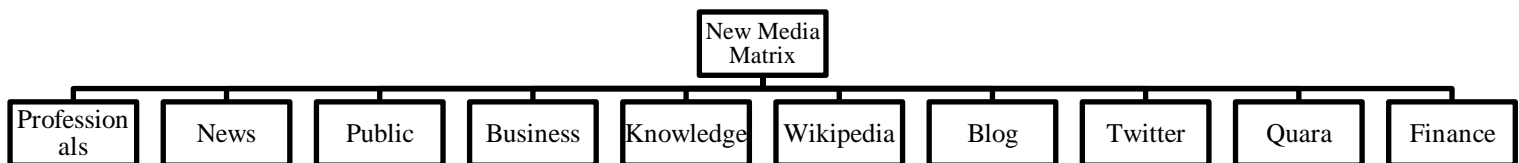
internal matrix. These platforms tend to be large ones, such as Wechat. In the Wechat platform can be arranged subscription number, service number, community, personal number and small program. Therefore, the vertical matrix mainly refers to the ecological layout of an enterprise on a certain media platform, which is the multi-IP vertical operation of the same subject under the same platform, and the in-depth layout of its various product lines, which can also be called the internal matrix (Wei, M., 2021).

New Media Matrix (incomplete example)

What are the differences between new media matrix and traditional marketing

1. Communication media

The communication media of new media matrix marketing include the Internet as the communication channel, such as new media, live broadcast, short video, Zhihu, Toutiao and other social media platforms with communication properties, as well as the active opinion leaders on these platforms. The characteristics of the communication media of new media marketing are to reconstruct the communication mode between people and realize the coverage



of information on the whole network. The communication media of traditional media marketing includes radio, TV, magazines, outdoor large screen and other media platforms with strong display. The characteristics of traditional media marketing is the single communication between media contents, and the dissemination scope has strong regionalism.

2. Mode of transmission

The communication mode of new media matrix marketing has the characteristics of bidirectional and interactive, and the interaction forms are diversified. Everyone can comment and forward the information transmitted through new media. Information publishers can communicate with each other in a timely, efficient and rich way through new media platforms. The interaction between the two sides is conducive to the timely understanding of the market trends and consumer demand, in order to timely adjust the market strategy. The communication mode of traditional media marketing has the characteristics of diversified content forms but single communication. For the information transmitted through traditional media, the information receiver cannot comment and forward the information, and the information issuer and the receiver cannot communicate in a timely and efficient manner through traditional media. Although a single form of communication is not conducive to the interaction between enterprises and consumers, it is suitable for the strong exposure of enterprises' brands and products. Single mode of communication is mostly in the form of advertising.

3. User management

Based on Internet technology, new media matrix marketing can conduct comprehensive user information combing through the user registration information, identity verification, consumption records, interests, browsing track and other aspects of the new media platform. The greater the effective information, the clearer the consumer portrait, and the more accurate marketing activities can be carried out on the new media marketing platform through this user information. Because traditional media marketing cannot directly communicate with

users and grasp the information of consumers, the description of consumer portrait can only be made by simple and rough estimation of the geographical location of media channels, the flow of people, the purchase of media information, etc., which cannot realize the implementation of precision marketing activities.

The significance of establishing the new media matrix

In the information age, the proportion of social media marketing in the main advertising business in Thailand is becoming more and more important. Especially during the epidemic period, many enterprises cannot obtain profits by relying on traditional marketing methods, so they focus on social media, operate user assets and private traffic by building brands, and finally monetize the traffic. The marketing energy between the circle effect and the group is deeply explored. Due to its special user characteristics and communication mechanism, social media has formed a unique marketing model (Su, Y., 2021). The role of building the new media matrix is mainly reflected in the realization of content diversification, risk diversification, synergistic amplification of publicity effect. Each platform has its own unique content style. For example, the public account is dominated by text and text, the new media is dominated by short messages and photos in 140 characters, and the tik-tok is dominated by videos in 15 seconds to 1 minute. Enterprises can establish accounts on multiple platforms to diversify the forms of content and attract different audience groups (Liang, Z., 2021)

Research contents and research methods

This paper studies the new marketing strategy of Thailand's "One village, one product" featured agricultural products from the perspective of new media matrix with qualitative analysis method, introduces the development process of the innovation model from the perspective of new media matrix, and introduces that the new media communication media based on the new media matrix under the COVID-19 epidemic is becoming a new model of consumption marketing to help agriculture.

The plans and measures adopted

Literature analysis. Extensively consulted relevant literature on e-commerce platform, innovative marketing mode of new media live streaming and brand management under the new media matrix, mastered the latest theories and academic trends, sorted out professional literature, periodicals, newspapers, statistical data and information technology and new media, etc., laying a solid theoretical foundation for the research.

Marketing theory analysis. Under the new media matrix vision, the internal factors and external environment of the marketing of Thailand's "One village, one product" featured agricultural products are analysed and evaluated comprehensively and strive to provide an effective plan for the marketing strategy of "one village, one product" agricultural products.

Case study method. In the context of the 2020 agricultural novel coronavirus epidemic, the typical cases of agricultural products and other new media operation under the live streaming e-commerce with goods are analysed, and various factors affecting the agricultural innovation operation mode are deeply analysed, the key problems are explored, and targeted countermeasures are put forward.

Changes in traditional media

1. Changes in advertisement placement.

Due to the application and popularity of smart TV, recording and broadcasting, car music and other technologies, the initial independent time-segment B2B advertising has been changed more into CPM, CPC, OCPA and other billing models of product placement or streaming media advertising. For example, the selection and broadcasting of TV will make the insertion of advertising from independent advertising to product placement.

2. The decline of traditional advertising, such as paper advertising and outdoor advertising.

At the present stage, due to the impact of the epidemic, the rising labor cost of delivery, the decrease of the whole time of the audience and the increase of the fragmented time, the inconvenience of paper documents and other factors, the traditional advertising media, such as paper advertising and outdoor advertising, are showing a trend of unsalable and declining, as new media and financial media actively seize market shares.

3. The rise of short video streaming

(1) Audience analysis. The audience group of short video platform is very large, covering a wide range of social meeting. In the case of fast-paced social work, a large number of filling and using fragmented time to carry out information bombardment and transmission to the audience, mainly divided into the middle class and elite class of tik-tok, the relative sinking market of KuaiShou, and composite user segmentation labels and hierarchical portraits obtained by algorithms and background big data.

(2) Algorithm mechanism. The reason why short video push streaming platform has advantages that traditional media does not have is not only to meet the needs of time use in the fast pace of the current society, but also the algorithm mechanism and psychological effect behind it have a great impact. The information field that people pay attention to will be customized guided by their own interests. In terms of the control of video quality and content, traditional media will also have a great influence on it. Most of them are released directly after the producer passes the inspection, mainly in a centralized mode of operation. However, in terms of short video platform, the closed-loop screening mechanism based on UGC is combined into a multiple exposure platform (also known as traffic pool), which subdivides and combines different composite audience portraits with new artificial intelligence AI and crowd interest screening. Compared with traditional media, financial media and new media platforms have more and faster aggregation of communities and interests. More interactive than the traditional media, even though the technical means to interactive starting point, the emergence of interactive short play and interactive text and interactive live broadcast and other interactive forms of new media. Under the continuous self-selection of users, big data will make more accurate push flow and label positioning for video labels. From the perspective of psychology, it is easier and faster to form the information cocoon effect, which correspondingly promotes user engagement in both aspects. With the long-term use of the platform, users are less vigilant about the platform and products and have more understanding of the platform's live stream and products, and it is easier for them to change from the original primary knowledgeable buyers to intermediate or even in-depth expert buyers. Due to the flat and decentralized mechanism of the short video platform, and the low cost of sharing, sharing is more convenient. Due to the fact that it is easier to find the community and the same label group, it is easier to generate active split and spontaneous publicity compared with traditional media, which lays the foundation for

enterprises to carry out the secondary realization and has a word-of-mouth influence. From an economic point of view, there is a wide and difficult knowledge gap at every level of society. When using new media platforms, enterprises can segment and sell products to groups of different social levels and different consumption power, without the so-called huge advertising investment due to inconsistent consumption power or class. But the impact of the traditional media problem is small.

(3) The emergence of the financial media center. Today, with the vigorous development of new media, technology has been continuously integrated and applied, and finally developed into the initial integration media center. Through the Internet, mobile phone and other media, services and channels related to all aspects of life appear. The formation of the future media - based mainstream social trend.

(4) Decentralized model. Compared with traditional media, the operation of Internet and short video platforms is de-evolved and flattened. Such a mechanism has spawned a large number of grassroots stars and civilian stars, but correspondingly, it has also intensified the difficulty of studying audience preferences. The whole evolution of media has gone from the magic bullet theory in the early 20th century to the limited effects theory in the 1940s to the moderate effects theory in the 1960s and 1970s to the powerful effects theory today. Today's new media platform has developed into a complex whole with the active choice of the audience everywhere.

(5) Advantages and inevitability of commodity intensification. Sales channel expansion. Due to the characteristics of product assembly line processing output, in the supply chain, merchants often take the initiative to produce more goods due to the defective rate, which leads to the material wealth in some areas. The original seller's market has changed into today's buyer's market, and every merchant takes the initiative to introduce their product advantages and features. Under this premise, even if the product is good, They are often overwhelmed by the overwhelming publicity of other products, which virtually shortens the life cycle of the products. Therefore, in the current situation, both large and small enterprises need to expand and transform the existing sales channels, and reasonably choose corresponding multi-channel and multi-mode marketing according to their own capabilities. In order to better survive in the market economy conditions and circumstances. As a typical publicity and marketing channel with large user base and relatively low cost, new media is of strategic importance in enterprises and business models.

4. Comparison between traditional channel sales and new media sales

First, traditional marketing is to focus on the single direction, and mandatory product marketing to consumers, leaving a strong impression on consumers, so as to influence the purchase behavior. In the era of new media, consumers can obtain information about products through various channels. Not only know the brain platinum health care product, but also know ABCD health care product, and the most important thing is that there are customers who have bought the product before the evaluation of this product, which will be very conducive to consumers' judgment of purchasing behavior! Second, in traditional marketing, customers can only be acquired through traditional media, rather than directly facing customers. The traditional media itself is paid to do the work of the media, when you need him to help you quickly to promote, then what? In today's new media age, this method will soon be ineffective! Because in the era of new media, the communication of commodities is no longer one-way and mandatory. Consumers can get information about products through many ways, such as recommendations from people around them, comments from buyers, and even 7-day return

service without any reason, so that customers can personally experience the product and decide whether to buy it. Through these channels, consumers can not only learn about a certain product from various aspects, but also know about similar products of that product, so as to make a more rational purchase decision. On the other hand, the relationship between new media and consumers is very close. You can use Wechat, QQ, or even a bad comment, immediately have a customer service staff contact you to consult the situation. In this kind of customer-centrist service system, new media is far better than traditional marketing, easier to gain the trust of customers! Third, the traditional marketing for sales is multi-level mode, from the consumer to the producer separated by several agents. This affects not only the integrity of information delivery, but also the pricing of goods. The cost of a product is 10 yuan, and it may reach 30-40 yuan in the hands of consumers. A large part of the intermediate profit is the emergence of new media marketing, which breaks the single sales mode and allows producers or sales enterprises to directly connect with consumers, thus reducing the circulation link of commodities and further reducing the price of commodities. Thus, the price has also been recognized by consumers, further increasing consumers' trust in new media. The most typical one is Xiao Mi. Through Internet marketing, Xiaomi's brand of low price and good quality is introduced into the hearts of consumers. Even many people in third - and fourth-tier cities have an impulsive consumption behavior towards Xiaomi.

5. Parallel distribution channels of traditional and new media

In today's environment, the range of transactions and service areas that can be reached by using traditional distribution channels is limited, so most enterprises choose the mode of parallel traditional distribution channels and new media distribution channels, or choose the mode of pure new media and Internet distribution to optimize inventory and intermediate channels. In fact, the new media distribution channel is the expansion and complement of the traditional distribution channel. Under the background that today's integrated media center platform can connect with more services and channels, the new media platform distribution channel is far better than the traditional distribution channel in most cases.

6. New media Matrix

(1) Under the background of decentralization propaganda, if you want to increase the exposure of natural traffic to achieve the effect, you need to use matrix mode to artificially create centralization or clustering, and increase the exposure rate and the conversion rate of commodity purchase. The purpose of matrix is actually due to the decentralization and flattening of the Internet short video platform. In order to achieve the corresponding natural traffic exposure, to form a conceptual image of the audience, it needs at least two or more repeated content exposure to form the initial impression in the audience's mind and the initial Internet meme, Internet hot spot, hot search, etc. According to the long tail effect, more exposure can effectively lead to more product purchase rate and return-to-store conversion rate. Multiple exposure can also promote effective bimodal mapping splitting. Although multiple splitting has certain instability, from a macro perspective, heat flow drive and reverse push flow promote innovation and innovation, etc., so that the information will have a fountain effect and geometric explosive growth. However, if the news is negative, the corresponding public relations cost and difficulty will be increased. In the new media matrix mode of enterprise operation, professional technology and professional technical team configuration are also needed now.

(2) Matrix mode is helpful for unified management on the Internet to increase the introduction of MCN and other modes: For MCN, it is a multi-channel network, through the power of capital to connect PGC, namely professional content production, so as to better promote the network and obtain more traffic, so as to carry out business realization. To put it simply, MCN Company will find Internet celebrities with potential quality content, cooperate with them, help them optimize and package the content, and then publish the video on the network we-media platform for promotion, so as to help them get more traffic and fans, so as to obtain more profits and support the development of the company. It also plays a better role in promoting Internet celebrities.

(3) For a large number of independently exposed videos and information, relatively unified management is needed to reduce the instability caused by bimodal mapping. The existing operating company (commonly known as outsourcing company) or MCN company model of capital operation on the market can be selected by enterprises according to their own products and conditions. In the project plan of one village one product, unified information exposure can be carried out after unified quality inspection and screening on the original basis of the commodities of one village, which can help accelerate the formation of word-of-mouth marketing mode of the commodities and strengthen the corresponding loyal fan groups to promote the re-purchase rate.

(4) Realize advantages (optimize the access and channels, improve the supply chain management, prevent the barn effect, avoid waste. For example: Online sales can reduce warehouse stacking and reduce costs. It is directly sent by the commodity manufacturer to the user. With price advantage, after-sales service is reduced due to the optimization of the intermediate process. Response improved) new media to liquidate reasonable distribution network system help enterprise improve inventory turnover - inventory increased concentration. New media is also an online sales channel mode relying on the Internet. Under the Internet mode, it can mainly optimize the inventory and sales channel process of enterprises, greatly improve the turnover rate and turnover cycle, accelerate the flow of products, reduce the price of the final consumption of consumers, and imperceptibly give enterprises more space for price adjustment strategy. For the project plan of one village and one product, the inventory optimization of new media is conducive to the processing of small units with families in the village at ordinary times, and the advantage of unified mobilization of commodity distribution center is easier to form the village brand. Compared with traditional media, new media has many advantages. New media expands the cash channels and services of traditional media.

(5) Audience analysis and audience change. At present, consumers need to have a moderate or expert understanding of the commodities with high decision-making cost before they will consider placing an order. The emergence of short video streaming media can make an effect similar to an open kitchen to deepen the audience's understanding of the products and promote the transformation of purchase. For products with low decision-making cost, consumers also need to induce and publicize the brand impression exposed for many times to form the subconscious or stimulate the curiosity to make the purchase. According to the statistics, only about 20% of consumers are willing to try new products. If the new products do not achieve the effect or psychological expectation of the original products, it is difficult for consumers to continue to choose new products for re-purchase and form brand fans. In the one village one product project, the advantage of centralized management is that the product quality can be unified and effective supervision, so as to form a stable brand and brand effect management, and further optimize the stable value chain and supply system. Unified and stable supply can also reduce the choice and migration of audiences, and help enterprises to obtain

stable data in secondary or multiple production, optimize the production quantity and production plan in the next step, so as to achieve the purpose of overall enterprise optimization.

(6) The attraction and driving effects of the matrix head can positively promote the influence of the overall matrix. There is a famous "snowball" effect in sociological theory that explains the interesting rules of life and guides our success. Ancient people have used the snowball effect to achieve extraordinary achievements. The snowball theory is that once you get an initial advantage, the snowball will get bigger and bigger and the advantage will become more and more obvious. As long as you have enough strength and interest, the snowball will roll to a large enough volume, which is called the snowball effect. People's power is limited, but the potential is infinite, everyone has his own way of life, but also in the bottom of the heart to aspire to the goal, so the way to achieve success is different. But it is worth noting that once no matter what kind of success, it is necessary to fight one step at a time, absolutely three minutes of blood in one move, no matter how big the snowball, but also a small snowball slowly rolling.

The popularity of short videos on the Internet may change from quantitative to qualitative. Take Internet meme and Second Creation as examples. Hot pins and hot spots for products and introductions are exposed geometrically multiple times. For the hot head and mainstream, in addition to the public relations mentality to control and manage the entire exposure situation and the trend of events to create positive and positive content that can promote effective transformation, but also can simultaneously strengthen and drive other matrix exposure units, forming a mutual promotion of the effect of rising all boats, optimize product brand content and brand effect.

In addition to the domestic audience, short video platform also has a large number of audiences and users of institutions. It can promote strategic cooperation through reasonable strategic communication mode channels and open up the channels of transnational publicity and transnational media publicity. For different countries, we should follow localization and localization. Localization and other key points, for the differences between different cultures and different ethnic cultural levels of cultural circles, special plans should be constructed and designed to form information media channels in line with local aesthetics and local needs, so as to achieve no sales in different countries. In the era of new media, there are various forms of content. Different art forms such as live broadcast, interactive plots, short plays and talk shows all have different composite audiences. In the current environment, opening up multi-content channels can achieve multi-audience exposure of commodities in a village and a product, and form a real mass media.

7. Analyse from an economic perspective

(1) Combined with the above situation, short video streaming media has achieved many advantages that traditional media does not have by building a framework and integrating media center. Trickle effect (that is, diffusion effect) means that all the surrounding areas located at the center of economic expansion will get capital and talents from the central area along with the improvement of the infrastructure of the central area, and will be stimulated to promote the development of the region and gradually catch up with the central area. From the perspective of economics, the video platform can build advantages and differences for each village and one product. Under the existing cities and towns, the flow of talents is mostly carried out in the mode of talents gathering in big cities and radiating to the surrounding satellite cities. The development of small cities and towns needs talents, but the economy and policies are basically biased towards big cities. It is difficult to find the corresponding talents with high

matching degree to carry out the activity plan. The implementation of one village and one product with new media can create unique products. The corresponding team can produce reasonable and high quality product content by the medium and outsourcing, which can meet the development problem of the region with few talents.

(2) Analysis of the level of consumption and consumer groups divided into short videos. There are also some corresponding short video platforms in Thailand, such as Netflix, HBO Go, Amazon Prime Video, Disney+, We TV, iQIYI, MONOMAX, AIS PLAY and TRUE ID. However, the mainstream audiences of different short video platforms are more or less directly different from each other. For different audiences' consumption level and understanding ability, separate content should be produced according to the level divided by the knowledge gap to create products of different levels that the audience is willing to accept, so as to reduce the contrast of goods similar to luxury goods that cannot be reduced, and reduce the loss of consumer brand value caused by the non-differentiation of the audience.

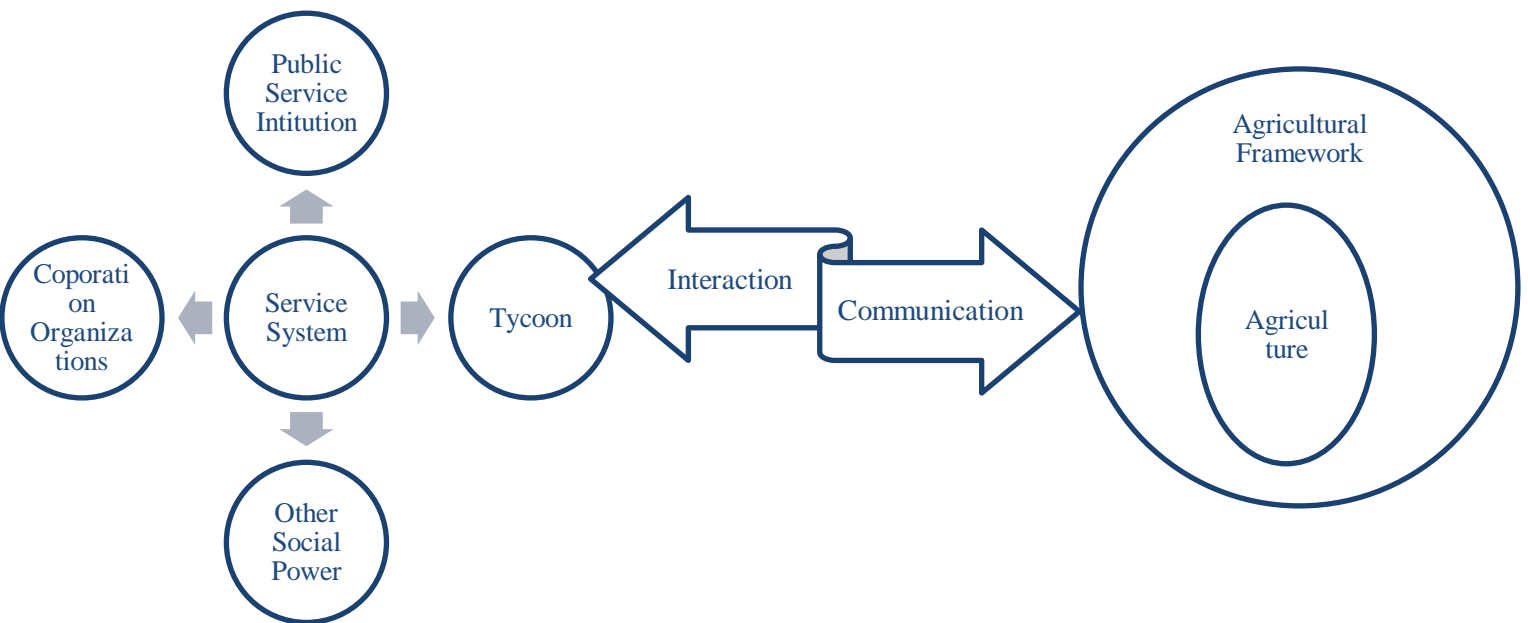
(3) Monopoly capital in short video platform situation and development of MCN Company. With the development of modern industrialization, the shift from decentralized small-scale peasant economy to intensive farm economy has become an inevitable trend in the development of agricultural economy all over the world. Monopoly capital plays a decisive role in the formation of American farm economy. After the American monopoly capital intervened in agriculture, it supported the large farms to improve labor productivity from capital, technology, machinery, management, cost and other factors. From transportation, processing, pricing and other aspects to strengthen their control of agricultural market; By increasing mortgage loans, restricting loan channels, regulating loan interest rates and other means to manipulate farm lending relations. The intervention of monopoly capital accelerated the bankruptcy of smallholder economy and small and medium-sized farms, promoted the merger of large farms, and finally contributed to the thorough establishment of American large farm economy. For the one-village-one-product project, capital can not only make investment and profit in the corresponding short video operation company, but also form strategic cooperation with the township to make profits and increase capital activity in some similar B2B framework.

(4) Promote the transformation of agricultural or commercial production (two aspects, one is the transformation of intensive production of commodities and agricultural products, the other is the transformation of diversified services to establish social service system, similar to local living assistance). Agricultural socialized service system refers to a network system formed by agriculture-related economic organizations to meet the needs of agricultural production development and provide various services for business entities directly engaged in agricultural production. It is a kind of socialized agricultural economic organization form that uses the power of all aspects of society to make all kinds of agricultural production and operation units adapt to the needs of market economy, overcome the disadvantages of their small scale, and obtain the specialized division of labor and the scale benefit of intensive service. It is a modern agricultural division of labor system based on the development of commercial agriculture and around the agricultural production sector, which covers a wide range of content. From the service content, there are supply service, sales service, processing service, information service and so on. From the perspective of service organizations, there are service organizations within the rural collective economy, service organizations of agricultural technical departments, colleges and universities and scientific research institutions, etc. From the perspective of service types, there are service risk type, government guidance type, leading

type and so on. The perfection of agricultural socialized service system is an important index to measure the degree of agricultural commercialization and modernization in a country.

For the society facing the way of new rural transformation, now many talents in rural employment in addition to the treatment and work content problems and other practical social problems, but also faced with no such as the city inside the relatively perfect system, unable to provide the corresponding work content posts, resulting in talent cannot display the problem, one village one product project to get rich as the goal, It has accelerated the transformation of the township system and promoted the overall transformation and development of the new countryside. At the same time of developing the production and manufacturing industry of one village and one product, the addition of new media and media can generate the corresponding standard requirements and positions for talent demand, mobilize urban posts and talent flow, form a new rural system, establish the corresponding rural social service system, and let the countryside develop to the cities.

The new agricultural socialization service system mechanism



Summarize the comprehensive conclusions of the issues above

The necessity of implementing the One Village One Product Project (Implementation of One Village One Product).

"One village, one product" exhibition centers have been set up at all tourist attractions and airports in Thailand, and online ordering services have been opened. Many villages in Thailand have famous names -- paper umbrella Village, wood carving Village, pottery village, etc. Without exception, they all have one thing that attracts visitors. This is the result of Thailand's One Village, One Product (OTOP) program. From the beginning of the "One village, One product" program in 2001, the support of the Thai government has played a key role. Thailand's central and local governments have set up "one village, one product" committees, and require each government to have their own "blockbuster products". In 2001, the Thai government allocated one million baht to each of the country's 45,000 natural villages as start-up capital, with each village choosing to lead product development. In recent years, the Thai government has established a quality improvement system with the "star certification system" as the core, and set up a special committee to carry out the selection activities of "One village, one product" model village, and select nearly 500 best products and officially register them as "OTOP (One village, one product)" products. Different products have different star rating. The higher the star rating, the better the product quality. These featured products can enjoy the support of various government departments in business consultation, packaging design, market channels, technical services and other aspects. For example, Thailand's Ministry of Industry helps plan product development, technical training and quality control. In addition to providing guidance on product design, packaging and quality control, the Thai Ministry of Commerce also explores potential markets for products and strengthens intellectual property protection. In order to make up for the shortage of rural human resources, the Thai government encourages newly graduated college students to participate in the implementation of the "One village, one product" project. Each year, nearly 10,000 Thai college graduates are allowed to participate in the "One village, One product" program, which allows them to receive 10 months of work-study training in villages and monthly subsidies from the state. Relevant national research institutions in Thailand have also undertaken the task of guiding local farmers to promote the "One village, one product" project. In addition, many parts of Thailand hold handicraft training classes irregularly every year. Local farmers between the ages of 16 and 50 can sign up for the training. Some public welfare organizations or social volunteers will also join the project to conduct in-depth research on the handicraft industry and explore the cultural connotation of the products. Extending the industrial chain and promoting the integration of primary, secondary and tertiary industries is of great significance to the development of rural economy and society. Only by "expanding the chain" can space extend, spread and integrate development, and promote the organic integration of primary, secondary and tertiary industries, can the development level and development level of rural tourism industry be improved. To extend the industrial chain of rural tourism, first of all, we should rely on the advantages of town resources, improve the interest linkage mechanism, build a closely dependent, permeated and integrated whole industrial chain, and promote the integrated development of agriculture and culture, tourism, education, health care, service and other modern industries. Secondly, we should focus on building characteristic industrial clusters, optimize the layout of the tourism industry, promote the integration of the primary, secondary and tertiary industries and the integration of industrial villages and towns, and form a development pattern of "one village, one product". Actively promote the upgrading of rural tourism industry forms, constantly innovate product types and activity content, strengthen the integration of rural tourism with culture, industry,

agriculture, forestry, sports, trade, water conservancy and other related industries and industries, achieve industrial linkage, in order to improve the industrial development space.

With the promotion of Thailand's "One village, One product" program, the government began to provide support for Banta Wai wood carving. At first, the villagers turned some discarded wood into art works and sold them. Later, villagers gradually cut down some trees that could be replanted to expand the scale of wood carving production. Banta crafts practitioners Association chairman Wa Shan told reporters that the town's wood carving business is good, his shop has just exported two containers of products to Xiamen, China. The "One Village, One product" program was launched by the Thai government in 2001 to promote traditional handicrafts and specialty agricultural products passed down from generation to generation. Under the policy, the government helps each village to develop traditional industries with cultural connotations and produce specialty products by utilizing local natural resources and unique materials. In addition to focusing on product quality and design concepts, the "One Village, One Product" program emphasizes the integration of local wisdom and traditional culture into products. At the same time, Thailand has set up "one village, one product" exhibition centers in almost all tourist attractions and airports, and opened an e-commerce website to provide online ordering service, so that Thai handicrafts can go from the countryside to the world.

Advantages, difficulties and risks of implementation

Agricultural products themselves have strong limitations, also subject to processing time, transportation time and other constraints, bring serious problems to the production standards, and even to the marketing of agricultural products brought very big limitations. As a project attached great importance to by the Thai government at the present stage, featured agricultural products are still faced with many problems, such as low external visibility, low added value and narrow audience, although they are strongly supported by government departments. At the same time, through the investigation of many people, it is found that at present, many enterprises and people sell various agricultural products through the way of Internet live broadcast, which virtually guides the sales channels of agricultural products to diversify, timely solves the problem of agricultural products sales, and forms a unique online sales model. Especially in some poor mountainous areas, to give them greater convenience. In the actual operation process, on the one hand, the traditional marketing mode is limited by the mode of communication and region, resulting in poor marketing effect and high resource consumption. On the other hand, under the traditional marketing model, the connotation research of agricultural products is not deep enough to give play to the real advantages of agricultural products, resulting in the brand does not have strong attraction and influence. In addition, Thailand has not really defined the standard for characteristic agricultural products, and there are various agricultural products with characteristic as the theme in the market, and the difference between the taste and appearance of agricultural products is small, it is easy to appear serious homogeneity phenomenon. Among agricultural products, only a small number of well-known brands have been established, while most of the other products are still small brands. These small brands occupy a large proportion of the market, but only occupy a small influence themselves, which brings great pressure in small-scale market competition. In addition, people have strong consumption inertia for familiar agricultural products, leading to some characteristic agricultural products in the process of expanding the market. Less competitive, unable to enter the public eye.

How to effectively integrate and integrate with new media and financial media platforms in practice

After the integration of traditional media and new media, the dissemination of news and information should be put in the first place. In order to achieve better development after the integration, attention should be paid to the creation of news content, ensure the effectiveness and high value of information, strengthen the strict control over the manufacture, transmission and reception of information, comprehensively improve the quality and ability of relevant workers, and attract people's interest by virtue of the advantages of emerging media. Strengthen people's dependence on it, so as to maximize the interests of media organizations after the integration of traditional media and new media.

The government's actual actions and effective measures of assistance under the environmental conditions of the market economy

For the society facing the way of new rural transformation, now many talents in rural employment in addition to the treatment and work content problems and other practical social problems, but also faced with no such as the city inside the relatively perfect system, unable to provide the corresponding work content posts, resulting in talent can not display the problem, one village one product project to get rich as the goal, It has accelerated the transformation of the township system and promoted the overall transformation and development of the new countryside. At the same time of developing the production and manufacturing industry of one village and one product, the addition of new media and media can generate the corresponding standard requirements and positions for talent demand, mobilize urban posts and talent flow, form a new rural system, establish the corresponding rural social service system, and let the countryside develop to the cities.

The development trend of short video platforms and the suitability of the policy of one village one product, as well as conflicts and contradictions (such as whether one product should be displayed under one account or multiple selection and multiple display by a public trust organization of preferred categories)

Short video is essentially a content industry, and it is a content-driven industry. High-quality, sustained and differentiated content supply is the key to the success of the platform. Short video content that reflects social status and hot spots, highlights correct values and resonates with audiences will be more easily spread and thus have a longer life cycle. The technological innovation of short video industry will mainly focus on three aspects: recommendation, security and scene. Recommendation: Short video platform is expected to make use of the increasingly mature artificial intelligence technology to better solve the two major problems of non-personalized recommendation and personalized recommendation. Security: More convenient and low-cost content copyright protection can be achieved with the help of block chain technology. Scenario: In the future, through the 5G network technology of "large broadband and low delay" to connect massive intelligent devices, short video application scenarios will be greatly enriched and the industry will have more imagination space.

Construction of integrated media platform and local social service system (mode policy support + cash point + actual operation, etc.)

Construction of financial media platform and local social service system. From the perspective of media ecology, in the all-media communication pattern, there will be a good relationship between media organizations and the environment, as well as between different media. Resource intensification means the effective integration of various media resources and production factors, and the improvement of quality and efficiency through the utilization of resources. A reasonable structure means that different media entities, such as traditional media

and new media, central media and local media with different attributes and communication channels, can coexist and complement each other. Differential development means that various media subjects can divide their work reasonably and give full play to their strengths. Collaborative efficiency means that all media organizations can form a joint force in function and jointly promote the construction of a modern communication system. At present, the county-level integrated media center, which is being built by all localities, is an important foundation for building an all-media pattern and promoting the construction of a modern communication system.

The first is content. No matter how the process of media convergence is, the theme of content is king remains unchanged. The most important feature of a good media ecology is abundant quality content, which is an important sign of good output capacity of media organizations. Second, channel level. In the media ecosystem, good channel means that effective connection mechanism can be established between media organizations, and high-quality content can be fully circulated to effectively reach users. Third, at the service level, media organizations are not only producers and disseminators of information, but also important participants and promoters of the modernization of national governance. The media should take responsibility for the establishment and improvement of a new type of governance community, which is an inherent requirement for the media function to serve national governance and to improve the national governance system and capacity. Fourth, technical application covers the whole process of content production and distribution, which is the bottom support of media ecology. The construction of provincial (municipal) level media cloud platform makes efforts from these four levels, coordinates different levels of regional media platforms, realizes resource revitalization, process reengineering and development empowerment, and promotes the in-depth development of media integration in the province (municipal)

Recommendations/Suggestions for future research

In the information age, the proportion of social media marketing in the main advertising business in Thailand is becoming more and more important. Especially during the epidemic period, many enterprises cannot obtain profits by relying on traditional marketing methods, so they focus on social media, operate user assets and private traffic by building brands, and finally monetize the traffic. The marketing energy between the circle effect and the group is deeply explored. Social media has a unique marketing model due to its special user characteristics and communication mechanism.

User development user

Social media marketing is often based on sharing. In the context of the information age, consumers often evaluate, share and other behaviors after their purchase behavior. The community economy has a strong privacy, but also can play a good social fission effect, this new model has been gradually applied to various industries. Brand owners can use cash rebates to stimulate users to carry out publicity campaigns on WeChat, new media and other social groups, and then attract a large number of consumers through instant killing, so as to promote their products. For example: Pinduoduo multi-platform software, at the beginning of the platform, only has a very low flow rate, unable to bring huge economic benefits to the enterprise. In order to improve the user flow, Pinduoduo management uses the method of bargaining, so that customers can choose the goods they are satisfied with, they can invite friends to bargain the price of the goods, or even get zero yuan. This method is welcomed by many customers once it comes out. Invite a large number of friends to download Pinduoduo APP. In this way,

let Pinduoduo software gathered a large number of customer resources. With the help of social media, this bargaining mode has led to a significant increase in Pinduoduo user traffic. At the same time, this model also provides social attributes to ordinary shopping behavior, which is conducive to promoting the communication between the platform and customers, and between customers and customers, and improving consumer stickiness. The concept of community is effectively used by Pinduoduo software to bring consumers together. At the same time, the platform further spread its product information to the user group through Wechat, thus increasing the number of users.

User participation

By strengthening user participation, a smooth channel can be formed between buyers and sellers, so that consumers can understand the brand from different angles and communicate with the brand in the first time when they encounter problems, forming a formal feedback mechanism for consumption experience, timely solving the problems found in the use of users' products, and improving their product satisfaction. This approach can not only improve consumer satisfaction, but also enable consumers to have a strong degree of trust in the brand side, and guide consumers to actively participate in the product marketing. For example, the popular software Xiaohongshu uses information to gather user characteristics and attract a large number of users in new media. The initial purpose of its software construction is to provide consumers with professional knowledge of overseas shopping. However, with the gradual expansion of the information coverage area, new media has brought huge customer flow. Users with the same needs can provide users with invisible information about the products after using new media to communicate, so that users can buy satisfactory products.

User analysis

There is a strong sales advantage in the process of user sharing, which can not only increase sales, but also bring huge economic benefits to the enterprise. At the same time, the group influence brought by user analysis is large, which will have huge benefits in marketing communication. A key opinion leader can usually represent a special group. Precision marketing is to accurately find the group that the enterprise needs and convert his voice volume into sales volume. At the beginning, brands usually focus on the Key Opinion Leader. However, although this method can bring a large number of fans, it has a high cost, and many brand owners dare not easily try it. Second, it is the waist Key Opinion Leader. Compared with the former, it has a higher sex price and can be used as the marketing subject, which needs to cover all fields to spread the news. However, brand owners gradually realize that the small Key Opinion Leader hidden in the crowd, even ordinary consumers, can be an important strategic marketing asset. According to professional statistics, those users who actively contribute original content have strong loyalty to the brand. In the final analysis, the original content is more realistic on the surface, and the brand is more trustworthy.

Enterprise manufacturing communication section

The gradual diversification of agricultural consumption, but commodity differences are not obvious, people's decision-making is easily affected by various external factors. Under the background of the information age, advertising is everywhere. If enterprises can create creative advertisements with strong uniqueness, consumers can not only remember them, but also voluntarily spread and share them, which plays a very important role in brand awareness. The establishment of communication element, so that the goods are seen by many same lovers,

can effectively improve the efficiency of communication, conducive to the discovery of target users in the shortest time.

Use event marketing to expand brand awareness

There is a very close correlation between the popularity of agricultural products and the region. Compared with the previous advertising marketing, event marketing has a wider coverage, which can guide consumers to get involved in it, but also play a role in enhancing consumers' consumption desire and increasing sales volume. With the continuous development of social media, the cost of event marketing is gradually lower than that of advertising marketing. In the process of event marketing, consumers have strong motivation for information processing, which can effectively enhance brand value. By using events with high news value to spread on social platforms such as new media, enterprises can arouse consumers to discuss topics. Then, through planning various types of activities, consumers can see the actual information of products on the network, so as to experience and purchase.

To sum up, the marketing model of agricultural products social media matrix model with new media as the main body will constitute a huge network of online and offline agricultural products sales, which provides convenience for those remote areas to sell agricultural products. With the continuous development of social media platforms, agricultural products marketing can be carried out as a carrier and efficient matrix marketing model can be built to push agricultural products marketing model to a higher level and help more farmers to become wealthy.

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