

The Design of Engaging Videos to Promote Luoyang Agricultural Products on Social Media Platforms

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Received October 3, 2024; **Revised** December 23, 2024; **Accepted** December 28, 2024

Abstract

This research explored the design and development of video content aimed at addressing marketing challenges and expanding sales channels for Luoyang community agricultural products on social media. The objectives were 1) to develop video content designed to promote LuoYang community agricultural products on social media platforms, 2) to evaluate the quality of video content for LuoYang community agricultural products on social media platforms, 3) to assess the performance of video content for LuoYang community agricultural products on social media platforms, and 4) to assess the satisfaction of video content for LuoYang community agricultural products on social media platforms. The study involved two sample groups: 1) 2,000 respondents who provided feedback on essential video content components, and 2) 400 viewers who evaluated the final video. Taro Yamane's formula was applied to determine sample size with a 0.05 margin of error at a 95% confidence level. The research tools included a questionnaire on video content impact, the designed video content, quality assessments, awareness, and satisfaction evaluations. Descriptive statistics such as frequency, percentage, and standard deviation were used for data analysis. The findings identified seven key components that impact purchase decisions: 1) credibility and transparency, 2) clarity of product information, 3) engagement strategies including calls to action and influencer endorsements, 4) high-quality visual and audio elements with effective storytelling, 5) professionalism in a community-oriented narrative, 6) prioritization of credibility and detailed information, and 7) strong visuals integrated with community-focused storytelling. The video's quality received high ratings, particularly in sound, pacing, and technical execution. Viewer

awareness of Luoyang agricultural products was high, with the video effectively communicating the unique characteristics and value of these products. Social media distribution enhanced product recognition and engagement, while viewers reported high satisfaction, especially with visual and audio quality, creativity, and the video's capacity to showcase the distinct appeal of Luoyang's agricultural products, bolstering both confidence and interest. This study contributes to the field by providing insights into the integration of visual storytelling and interactive media, offering practical strategies for promoting community-based agricultural products and enhancing rural economic resilience.

Keywords: content design; consumer awareness; product promotion; storytelling; video design; digital market

Introduction

In the digital age, social media has become a transformative force in marketing, offering unparalleled opportunities for businesses to engage with consumers. For agricultural products, which depend heavily on timely sales and broad market visibility, social media platforms like Douyin and Weibo are pivotal. Douyin, known globally as TikTok, boasts over 700 million daily active users as of 2024 (Ahlgren, 2024). This vast and engaged audience presents a significant opportunity for promoting agricultural products, especially those like LuoYang's Shanggo apples, which are highly perishable. However, despite the potential, many local farmers lack the resources and expertise to leverage social media effectively, leaving their products underrepresented in competitive markets.

The LuoYang community, renowned for its rich agricultural resources and cultural heritage, faces several marketing challenges. A lack of digital marketing infrastructure and clear sales channels has limited the reach of local agricultural products. Without effective promotion, products such as Shanggo apples often face spoilage, impacting the livelihoods of farmers. Statistics indicate that nearly 30% of harvested perishable goods in the region are wasted annually due to insufficient marketing strategies. Addressing these challenges is critical for improving the economic resilience of the LuoYang farming community.

Creative media, particularly video content, offers a viable solution. Videos are uniquely capable of combining visual elements, emotional storytelling, and interactive features to capture consumer attention and drive purchasing decisions (Coker et al., 2017). Platforms like Douyin facilitate

direct consumer engagement, enabling farmers to showcase their products' unique qualities through engaging narratives and visuals (Zhang et al., 2019). Research supports the effectiveness of videos in enhancing consumer trust, brand awareness, and sales, making them an essential tool for modern marketing strategies.

However, existing studies reveal a gap in the systematic evaluation of video content specifically designed for agricultural products. While prior research emphasizes the general effectiveness of videos in marketing, few studies explore the integration of localized storytelling, cultural elements, and audience-targeted design in promoting agricultural goods. This study aims to bridge this gap by developing and assessing video content tailored to LuoYang's agricultural products. The research evaluates video quality, performance, and viewer satisfaction to offer practical insights into improving marketing strategies for similar contexts.

By addressing these objectives, the study contributes to both theoretical and practical knowledge. It not only provides actionable strategies for enhancing the visibility of LuoYang's products but also serves as a reference model for other regions facing similar challenges. The findings are expected to advance the understanding of digital marketing's role in rural economic development and offer a blueprint for integrating innovative media solutions into agricultural promotion.

Research objective

1. To develop video content designed to promote LuoYang community agricultural products on social media platforms.
2. To evaluate the quality of video content for LuoYang community agricultural products on social media platforms.
3. To assess the performance of video content for LuoYang community agricultural products on social media platforms.
4. To assess the satisfaction of video content for LuoYang community agricultural products on social media platforms.

Scope of Research

Population and Samples

1. The population has been defined as the group of social media users on the Douyin (TikTok) platform in 2024, with a daily user base of 700 million (Ahlgren, 2024).

2. The sample consisted of 400 social media users on the Douyin (TikTok) platform. The sample size was determined using Taro Yamane's formula, with a margin of error of 0.05 and a confidence level of 95%.

Research variables

Independent variables: Videos to Promote Luoyang Agricultural Products on Social Media Platforms

Dependent Variable:

1) The quality of video content for LuoYang community agricultural products on social media platforms.

2) The performance of video content for LuoYang community agricultural products on social media platforms.

3) The satisfaction of video content for LuoYang community agricultural products on social media platforms.

Research Area: This paper takes LuoYang City, Henan Province, China, as an example of the production and promotion of rural agricultural products. LuoYang, the capital of Henan Province, China, is both an agricultural production base and a key area for the construction of China's rural economy.

Contents of the documentary: The video was introducing the geographical location of Luoyang city, along with the apple cultivation environment, planting process, and harvesting stages. It was outlining the steps involved in growing Luoyang apples, showcasing the ripe fruits, and explaining to viewers why they should choose Luoyang apples. Selecting Luoyang apples meant choosing a healthy and delicious option. The video was inviting viewers to taste the apples, experiencing the gift of nature and the hard work of the farmers. It was virtually taking people into the orchards of Luoyang, showing them the freshness and quality of the fruit, allowing them to enjoy the orchard's scenery, and savoring the delicious apples, while engaging them through visual and auditory motivation.

Type of creative media: Short video.

Social media platforms: Douyin (TikTok).

Literature Reviews

1. The Role of Social Media in Agricultural Marketing.

Social media has revolutionized marketing across industries, including agriculture. Platforms like Douyin and Weibo provide cost-effective channels to reach large audiences, facilitating direct engagement between producers and consumers. According to Wang et al. (2017), social media enhances the visibility of agricultural products by building consumer trust through interactive content. Similarly, Zhang et al. (2019) found that video content on social platforms significantly improves brand awareness and boosts consumer interest.

However, rural farmers often face barriers in leveraging these platforms, such as a lack of technical skills and limited access to production tools. Addressing these gaps through video content designed specifically for local agricultural products offers a promising solution.

2. Effectiveness of Video Content in Marketing.

The effectiveness of video marketing lies in its ability to integrate visual elements, emotional storytelling, and interactive features. Coker et al. (2017) highlighted that videos create stronger emotional connections with viewers compared to static images or text-based promotions. Additionally, Li and Wang (2018) emphasized the importance of high-quality visuals and clear narration in fostering consumer trust and influencing purchase decisions.

Studies by Athaya and Wandebori (2024) demonstrated that agricultural products marketed through creative video content received higher engagement rates and positive feedback, reinforcing the potential of video to drive agricultural sales. Despite these advantages, few studies explore the intersection of localized storytelling and agricultural video content, presenting an area for further investigation.

3. Gaps in Existing Literature.

While numerous studies underscore the benefits of video marketing, limited research focuses on community-based agricultural products. Current literature primarily examines large-scale agribusinesses, neglecting small farming communities that lack the infrastructure for professional

marketing campaigns (Liu et al., 2022). Additionally, there is minimal exploration of how cultural narratives and local identity influence consumer perception in agricultural marketing.

This study aims to fill these gaps by developing video content that integrates localized storytelling, cultural elements, and audience-targeted design to promote LuoYang’s agricultural products.

4. Conceptual Framework

This study integrates three key theories to frame the development of effective barrier-free travel applications for disabled individuals. Media Richness Theory (Daft & Lengel, 1986) highlights video as a rich medium capable of delivering complex messages through visual, auditory, and emotional elements. Consumer Engagement Theory (Brodie et al., 2011) emphasizes the importance of interactive and emotionally resonant content in fostering engagement and influencing decisions. Lastly, Narrative Transportation Theory (Green & Brock, 2000) suggests that storytelling enhances user engagement and builds emotional connections, improving the credibility of content. Together, these theories establish the foundation for creating inclusive, impactful applications that cater to disabled users' unique needs.

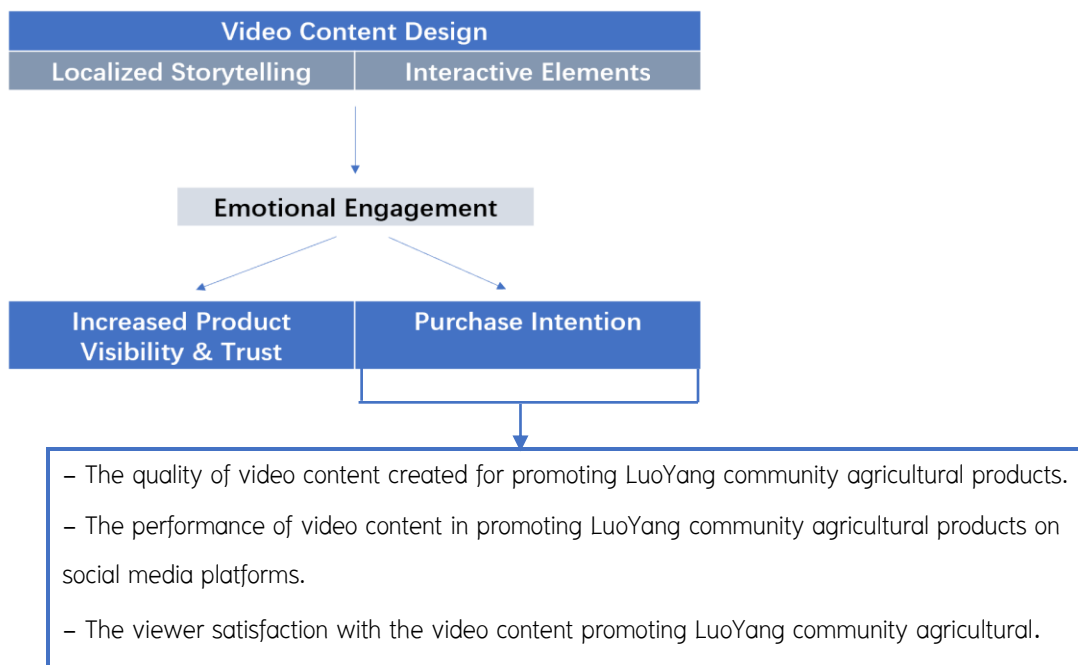


Figure 1 Conceptual Framework Diagram.

Video Content Design serves as the foundation, integrating localized storytelling and interactive elements.

Emotional Engagement acts as the intermediary, enhancing viewer interest and fostering trust in the promoted products.

The model demonstrates that effective video design ultimately leads to increased visibility, trust, and higher purchase intention.

Conclusion of Literature Review

The literature reviewed supports the hypothesis that video content is a powerful marketing tool for agricultural products. Existing theories highlight the effectiveness of combining visual, auditory, and emotional elements to drive consumer engagement. However, gaps remain regarding the application of these theories to community-based agricultural products.

This study draws on the theoretical foundation of Media Richness, Consumer Engagement, and Narrative Transportation to develop and evaluate video content tailored to LuoYang's agricultural products. By addressing these gaps, the research aims to contribute practical insights into digital marketing for rural communities, reinforcing the role of localized storytelling in enhancing product visibility and consumer trust.

Research Methodology

1. Research tools:

1.1 Promotional Videos: A series of short videos were developed to promote LuoYang community agricultural products on social media platforms, specifically targeting Douyin (TikTok) users. The video content was crafted using storytelling techniques that highlighted the unique qualities of LuoYang agricultural products, including Shanggo apples. The videos incorporated visually appealing elements such as aerial footage, close-ups of fruit harvesting, and testimonials from local farmers to enhance authenticity and consumer engagement. Creative concepts were inspired by market trends, consumer preferences for agricultural content, and successful video campaigns from similar agricultural regions in China and Southeast Asia.

1.2 Evaluation of Video Quality

Five video production and marketing experts evaluated the video content for quality, ensuring that the visual, audio, and narrative elements met professional standards. Criteria included clarity, creativity, and relevance to the target audience.

1.3 Performance Assessment: The performance of the video content was measured by analyzing engagement metrics (likes, shares, and comments) on Douyin. Additionally, a structured questionnaire was distributed to 400 viewers to gather direct feedback on the effectiveness of the video in conveying product value and promotional appeal.

1.4 Viewer Satisfaction: Viewer satisfaction was assessed through an online survey, focusing on aspects such as visual appeal, audio quality, and the overall emotional connection elicited by the video.

2. Quality control of research tools:

The quality assessment of the four research instruments was conducted by evaluating their content validity and reliability to determine their overall quality as follows:

2.1 Content Validity: Content validity involved assessing whether the research instruments covered the relevant topics intended for measurement. Five experts evaluated the appropriateness of each item in the assessment, assigning scores ranging from -1 (not relevant) to 0 (unsure) to +1 (relevant). The researcher used the evaluations to calculate the Index of Item-Objective Congruence (IOC), determining that the assessment tool had an IOC value of 0.70 or higher.

2.2 Reliability: Reliability was measured to assess the accuracy of the research instruments through a Test-Retest method. The instruments were tested with a sample group of 50 participants over two different weeks. The results were then compared using Cronbach's Alpha coefficient, which yielded a value of 0.84, indicating a high level of reliability for the instruments.

3. Data Collection:

3.1 The researcher sent the video to 5 experts to evaluate the quality of the video content for Luoyang community agricultural products through the WeChat platform.

3.2 The researcher collected data online by publishing the video content for Luoyang community agricultural products on the Douyin social media platform and conducted a survey to gather the awareness and satisfaction of 400 viewers after watching the video.

4. Data Analysis:

This quantitative research was collecting data using 3 research tools: 1) assessment of the video content quality, 2) evaluation of the video content effectiveness, and 3) measurement of viewer satisfaction regarding the agricultural product content from the Luoyang community on social media platforms. The researcher was analyzing the data using descriptive statistics to determine the frequency, percentage, mean, and standard deviation.

Research Results

The findings from this research are presented as follows:

1. Results the quality of video content for Luoyang community agricultural products on social media platforms.

Table 1 Video awareness Evaluation by the 5 experts

No.	Video quality evaluation criteria	Video quality level		Meaning
		n=5		
		Mean	S.D.	
1	Content			
	1.1 The video content about Luoyang farmers' fruits is interesting and engaging for the audience.	4.200	0.447	High
	1.2 The video clearly explains the benefits and value of the fruits produced by Luoyang farmers.	4.600	0.548	Highest
	1.3 The information presented in the video is accurate and reliable.	4.600	0.548	Highest
	1.4 The content of the video aligns with the objective of promoting the products.	5.000	0.000	Highest
	1.5 The video effectively communicates the unique features and selling points of the fruits from Luoyang farmers.	4.400	0.548	High
	Total	4.560	0.507	Highest
2	Visual Design and Graphics			
	2.1 The visuals in the video are appealing and attract attention.	4.600	0.548	Highest
	2.2 The graphics in the video enhance clarity and understanding of the information about the fruits.	4.200	0.447	High
	2.3 The color scheme used in the video is appropriate and fits the product's atmosphere.	4.200	0.447	High

No.	Video quality evaluation criteria	Video quality level		Meaning
		n=5		
		Mean	S.D.	
	2.4 The movement of visuals and graphics in the video is smooth and aesthetically pleasing.	4.400	0.548	High
	2.5 The imagery of the fruits in the video is clear and reflects the product's quality well.	4.600	0.548	High
	Total	4.400	0.500	High
3	Audio and Music			
	3.1 The narration in the video is clear and easy to understand.	4.600	0.548	Highest
	3.2 The background music creates a suitable atmosphere that complements the content.	4.200	0.447	High
	3.3 The sound levels in the video are well-adjusted and do not interfere with the viewing experience.	3.800	0.447	High
	3.4 The sound effects in the video help enhance the content's appeal.	3.600	0.548	High
	3.5 The use of sound and music makes the content more enjoyable and engaging.	4.200	0.447	High
	Total	4.080	0.572	High
4	Length and Pacing			
	4.1 The length of the video is appropriate for presenting the fruit products.	4.600	0.548	Highest
	4.2 The pacing of the content in the video is just right, neither too fast nor too slow.	3.800	0.447	High
	4.3 The video does not have unnecessary parts that make it overly long.	4.200	0.447	High
	4.4 The segmentation of the information in the video is clear and easy to follow.	4.400	0.548	High
	4.5 The pacing of the edits and transitions in the video ensures smooth viewing.	3.800	0.447	High
	Total	4.160	0.554	High
5	Creativity			
	5.1 The presentation of the fruit content is creative and distinct from other media.	3.400	0.548	Moderate
	5.2 The filming techniques in the video demonstrate creativity in storytelling.	4.400	0.548	High
	5.3 The video design is unique and grabs the audience's attention.	3.600	0.548	High

No.	Video quality evaluation criteria	Video quality level		Meaning
		n=5		
		Mean	S.D.	
5.4	The video presents information in a modern and engaging way.	3.400	0.548	Moderate
5.5	The use of graphics and animations in the video helps make it memorable	4.200	0.447	High
	Total	3.800	0.645	High
	Overall Total	4.200	0.609	High

Finding from table 1 The video was evaluated with an overall high-quality rating (Mean = 4.200, S.D.= 0.609), indicating strong performance across all aspects, particularly in content, visual design, and clarity of narration.

1. Content: The content of the video received a very high evaluation from the experts, with an overall total highest (Mean=4.560, S.D.= 0.507) The most notable strengths were the video achieved a perfect score of 5.000, as it effectively aligned its content with the goal of promoting the Luoyang farmers' fruit products, the video clearly explained the benefits and value of the fruits, receiving a mean score of 4.600, the information presented in the video was evaluated as highly accurate and reliable, also scoring 4.600. These results suggest that the video excelled in presenting clear, relevant, and accurate information about the fruits.

2. Visual Design and Graphics: In the area of visual design, the video received an overall total high (Mean=4.400, S.D.=0.500), the top-rated elements were the visuals in the video were appealing and attracted attention highest (Mean=4.600, S.D.= 0.548), the imagery of the fruits was clear and reflected product quality of highest, (Mean=4.600, S.D.=0.548), and the movement of visuals and graphics was smooth and aesthetically pleasing highest (Mean=4.400, S.D.= 0.548), which the video demonstrated strong visual design, effectively using imagery and graphics to enhance understanding and engagement.

3. Audio and Music: The sound and music elements were rated highly (Mean = 4.080, S.D.= 0.572). The standout aspect was the clarity and ease of understanding in the narration, which received a top score of 4.600. The use of sound and music effectively made the content more enjoyable and engaging, earning a score of 4.200. The background music helped create an appropriate atmosphere that enhanced the content (Mean = 4.200, S.D.= 0.447). These results

indicated that the sound elements contributed significantly to the overall quality of the video, although there was room for improvement in balancing sound effects.

4. Length and Pacing: In terms of length and pacing, the video was rated as highly effective (Mean = 4.160, S.D.= 0.554). The video's length was considered appropriate for presenting Luoyang's fruit products, with a top score of 4.600. The segmentation of information was clear and easy to follow, receiving a score of 4.400, and the content was concise and to the point (Mean = 4.200, S.D.= 0.447). These findings reflected the video's strength in maintaining a suitable length and clear pacing to keep viewers engaged.

5. Creativity: The creativity of the video was rated moderately high (Mean = 3.800, S.D.= 0.645). The most notable creative aspect was the filming techniques, which demonstrated strong storytelling creativity (Mean = 4.400, S.D.= 0.548). The use of graphics and animation made the video memorable, with a score of 4.200. The video design was unique and captured viewers' attention (Mean = 3.600, S.D.= 0.548). While the video showcased strengths in creative filming and animation, there was moderate room for improvement in its overall creative presentation. These findings present the video as highly effective, particularly in sound quality, pacing, and technical aspects, while also identifying areas for improvement in creative presentation.

2. Results the awareness of video content for Luoyang community agricultural products on social media platforms.

Table 2 Basic Information of Respondents by the 400 people

General information		Frequency	Percentage
Gender	Male	92	23.00
	Female	187	46.75
	Other	121	30.25
Total		400	100
Age	Under 18 years old	77	19.25
	18-25 years old	65	16.25
	26-35 years old	78	19.5
	36-45 years old	87	21.75
	Over 45 years old	93	23.25
Total		400	100

General information		Frequency	Percentage
Frequency of Social Media Usage	Every day	163	40.75
	3-5 times a week	103	25.75
	1-2 times a week	76	19.00
	Rarely use	58	14.50
Total		400	100
You have seen or watched a promotional video for Luoyang's agricultural products on social media	Ever	146	36.50
	Never	254	63.50
Total		400	100

Table 2 showed the basic demographics of the 400 viewers. The majority were female, accounting for 46.75%. Most participants were over 45 years old, representing 23.25%, followed by those aged between 36 and 45 years at 21.75%. Regarding social media usage, the majority used social media daily, representing 40.75%, followed by those who used it 3-5 times per week at 25.75%. Furthermore, most respondents, 63.50%, had never watched promotional videos for Luoyang's agricultural products on social media.

Table 3 Video awareness evaluation by the 400 people

No.	Video awareness evaluation criteria	Video awareness level		Meaning
		n=400		
		Mean	S.D.	
1.	Communication			
	1.1 The video clearly highlights the value or unique features of Luoyang's agricultural products.	4.548	0.498	Highest
	1.2 The video is clear and concise in delivering information about agricultural products.	4.530	0.500	Highest
	1.3 The use of visuals and language in the video makes it easy to understand the agricultural product content.	4.473	0.500	High
	1.4 The video content effectively conveys key information about agricultural products.	4.468	0.632	High
	1.5 The video successfully communicates the intended emotions and feelings to the audience.	4.380	0.486	High
	Total	4.480	0.529	High

No.	Video awareness evaluation criteria	Video awareness level		Meaning
		n=400		
		Mean	S.D.	
2.	Video Distribution on Social Media			
	2.1 The video increases awareness or recognition of Luoyang's agricultural products among social media audiences.	4.510	0.501	Highest
	2.2 The video is suitable for use as an advertisement or promotional campaign on social media.	4.468	0.616	High
	2.3 The video effectively stimulates likes, comments, or shares.	4.443	0.497	High
	2.4 The video encourages viewers to share or comment on social media.	4.258	0.438	High
	2.5 The video has a high potential for wide dissemination and reaching target audiences.	4.188	0.391	High
	Total	4.373	0.510	High
3.	Viewer Satisfaction on Social Media			
	3.1 The video is appropriate for social media platforms.	4.510	0.501	Highest
	3.2 The quality of visuals and sound in the video is appropriate for product promotion.	4.465	0.499	High
	3.3 Satisfaction with the video's length for promoting agricultural products.	4.330	0.471	High
	3.4 The video engages viewers from start to finish.	4.325	0.469	High
	3.5 The video effectively communicates the value and benefits of the agricultural products.	4.195	0.702	High
	Total	4.365	0.547	High
4.	Stimulating product purchases			
	4.1 The video enhances confidence in the quality of the presented agricultural products.	4.545	0.499	Highest
	4.2 The video motivates viewers to seek more information about purchasing agricultural products	4.428	0.495	High
	4.3 After watching the video, there is a desire to try Luoyang's agricultural products.	4.138	0.640	High
	4.4 Luoyang's agricultural products appear more appealing to purchase after watching the video.	4.035	0.184	High
	4.5 The video differentiates Luoyang's agricultural products from competitors.	3.855	0.495	High

No.	Video awareness evaluation criteria	Video awareness level		Meaning
		n=400		
		Mean	S.D.	
	Total	4.200	0.548	High
	Overall Total	4.354	0.543	High

Table 3 the evaluation of the video content for Luoyang community agricultural products on social media platforms demonstrated high overall effectiveness (Mean = 4.354, S.D. = 0.543). The results were ranked by categories and individual criteria, from highest to lowest mean scores, as follows.

1. Communication: This category showed the highest awareness (Mean = 4.480, S.D. = 0.529). The top three aspects were the video clearly emphasized the unique value and characteristics of Luoyang's agricultural products, receiving the highest rating (Mean = 4.548, S.D. = 0.498), it was highly rated for being clear and concise in delivering information about the agricultural products (Mean = 4.530, S.D. = 0.500), the use of visuals and language made the content easy to understand, also performing strongly (Mean = 4.473, S.D. = 0.500), and other aspects of communication were also rated as highly effective.

2. Video Distribution on Social Media: The video's awareness in social media distribution was also high (Mean = 4.373, S.D. = 0.510). The standout features were the video effectively increased awareness and recognition of Luoyang's agricultural products among the target audience, scoring the highest in this category (Mean = 4.510, S.D. = 0.501), it was well-suited for use as an advertisement or promotional campaign on social media (Mean = 4.468, S.D. = 0.616), and the video successfully encouraged likes, comments, and shares, reflecting high engagement (Mean = 4.443, S.D. = 0.497).

3. Viewer Satisfaction on Social Media: Viewer satisfaction with the video was also high (Mean = 4.365, S.D. = 0.547). The most notable findings included: The video was considered highly appropriate for social media platforms, receiving the highest rating in this category (Mean = 4.510, S.D. = 0.501), the visual and audio quality were rated as very suitable for product promotion (Mean = 4.465, S.D. = 0.499), and viewers were highly satisfied with the length of the video for promoting agricultural products (Mean = 4.330, S.D. = 0.471).

4. Stimulating Product Purchases: The video's effectiveness in stimulating product purchases was rated highly (Mean = 4.200, S.D. = 0.548), key findings included: The video significantly increased confidence in the quality of the agricultural products, receiving the highest score in this category (Mean = 4.545, S.D. = 0.499), it also motivated viewers to seek more information about purchasing the products (Mean = 4.428, S.D. = 0.495), and after watching the video, respondents expressed a strong desire to try Luoyang's agricultural products (Mean = 4.138, S.D. = 0.640).

Therefore, the video content for Luoyang community agricultural products effectively promoted awareness and engagement on social media. It showcased the products' unique value, received positive viewer feedback, and stimulated interest in purchases by increasing confidence and curiosity.

3. Results the satisfaction of video content for LuoYang community agricultural products on social media platforms.

Table 4 Video satisfaction evaluation by the 400 people

No.	Video satisfaction evaluation criteria	Video satisfaction level		Meaning
		n=400		
		Mean	S.D.	
1	The video's quality, including both visual and audio aspects, was appropriate for promoting Luoyang community's agricultural products.	4.508	0.621	High
2	You were satisfied with the presentation of content through the video's design and creativity.	4.500	0.501	High
3	The video helped you understand the unique features and value of Luoyang community's agricultural products.	4.493	0.501	High
4	The video increased your confidence in the quality of Luoyang community's agricultural products.	4.483	0.500	High
5	After watching the video, you felt more interested in Luoyang community's agricultural products.	4.463	0.587	High
6	You were satisfied with the clarity of the information about the agricultural products presented in the video.	4.448	0.598	High
7	Overall, you were satisfied with the video used to promote the agricultural products of Luoyang community.	4.413	0.651	High
8	The video content was interesting and engaging, keeping your attention until the end.	4.355	0.725	High

No.	Video satisfaction evaluation criteria	Video satisfaction level		Meaning
		n=400		
		Mean	S.D.	
9	The video had an appropriate length for promoting agricultural products.	4.308	0.777	High
10	The video captured your attention from the beginning.	4.273	0.724	High
Overall Total		4.424	0.630	High

The results from Table 4 indicated that overall viewer satisfaction with the video was high (Mean = 4.424, S.D. = 0.630). The majority of the 400 respondents highlighted several key strengths:

The overall quality, including both visual and audio elements, received the highest rating (Mean = 4.508, S.D. = 0.621), reflecting the video's technical excellence in supporting its promotional objectives. Respondents were highly satisfied with the creative design of the content, which effectively captured attention and conveyed the message in an engaging manner (Mean = 4.500, S.D. = 0.501).

The video was also successful in helping viewers clearly understand the unique features and value of Luoyang's agricultural products (Mean = 4.493, S.D. = 0.501), demonstrating its effectiveness in highlighting key selling points. As a result, viewers' confidence in the quality of the products increased significantly (Mean = 4.483, S.D. = 0.500).

After watching the video, respondents expressed a high level of interest in the products (Mean = 4.463, S.D. = 0.587), indicating the video's ability to generate curiosity and potentially drive future sales.

Across all other evaluated aspects, respondents consistently expressed high levels of satisfaction.

Discussion

The findings of this research demonstrates the effectiveness of video content in promoting Luoyang community agricultural products on social media. Both experts and viewers rated the videos highly in terms of content quality, awareness, and viewer satisfaction, especially in the views of experts particularly praised the clarity and effectiveness of the video in conveying the value of

Luoyang's products, aligning with Wu's (2019) emphasis on well-structured narratives. The video's plot and storytelling successfully highlighted the products' unique features, supporting Wu's argument that an engaging plot resonates emotionally with viewers. The visual design, including high-quality imagery, further enhanced product appeal, echoing Nielsen and Lund's (2020) findings on the importance of visual elements in building consumer trust. Techniques such as aerial and macro shots, as suggested by Wu, improved the visual impact, helping the audience better understand the products.

The audio quality, including narration and music, also contributed to the video's success, consistent with Jones and Schumacher (2022), who emphasize the role of sound in enhancing emotional connection. Wang et al. (2020) research further highlights how music can increase emotional appeal, supporting the video's effectiveness.

The video's awareness, as rated by viewers, was also strong, especially in communicating the unique value of Luoyang's products. This supports Batashev's (2021) focus on product differentiation in online marketing. The video's clarity and concise presentation align with Luan's (2020) emphasis on the importance of user experience in driving consumer engagement. Additionally, the video's ability to raise product awareness on social media is consistent with Wang et al. (2017), who found that social media enhances product visibility and credibility. The creative use of visuals, music, and transitions further boosted awareness, aligning with Wang et al. (2019), who noted that creative video content and personalized recommendations increase purchase intent.

Viewer satisfaction was high, especially regarding visual and audio quality, creative design, and product value communication. These findings align with Xia's (2021) research on the impact of well-designed video content on consumer behavior, increasing both purchase intent and brand loyalty. The emotional connection fostered by the video supports Li et al. (2020) emphasis on emotional engagement as key to brand loyalty. Munich (2010) similarly found that increased exposure to social media content boosts purchase intent. Moreover, the video's success in building confidence in product quality supports Liu et al. (2022) assertion that visually appealing content enhances purchase intention. This also aligns with Li et al. (2020) research on the importance of consumer attitudes in product promotion.

In conclusion, this study shows that the video content effectively communicates the intended messages, with strengths in clarity, visual appeal, and sound design. The findings support existing

literature on the importance of narrative structure, visual quality, and sound in video marketing. While the content is successful, improvements in creativity and storytelling could further enhance the videos' impact. Overall, the study underscores the importance of well-executed digital marketing strategies in promoting community products.

Conclusion

The research findings regarding the video content for promoting Luoyang community agricultural products on social media platforms demonstrated that the overall quality of the videos was rated highly by both experts and general viewers. Experts evaluated the videos on various criteria, including content, visual design, audio quality, pacing, and creativity, and found the videos to be effective, particularly in aligning with the promotional goals and engaging the audience. The videos successfully communicated the value and unique features of Luoyang's agricultural products, presenting them in a clear, reliable, and aesthetically pleasing manner.

In terms of awareness, feedback from 400 respondents indicated that the videos were well-received, with high ratings across multiple categories such as communication, social media distribution, and viewer satisfaction. The videos were perceived to increase awareness and recognition of Luoyang's agricultural products, effectively engaging the audience and encouraging interaction through likes, comments, and shares. Viewers also expressed satisfaction with the length, clarity, and design of the videos, noting that the content was informative and attention-grabbing.

Finally, the evaluation of viewer satisfaction showed that the videos enhanced confidence in the quality of Luoyang's products and motivated viewers to seek further information or consider purchasing. Overall, the results suggest that the video content successfully fulfilled its promotional objectives and positively impacted both viewer engagement and product perception.

Suggestion

Based on the findings of this research, several key recommendations can be made to enhance the effectiveness of video content for promoting Luoyang community agricultural products on social media platforms.

1. Improve Creativity and Storytelling: While the video content was rated highly for clarity and visual appeal, there is room for improvement in terms of creativity and originality. Incorporating

more creative storytelling techniques can make the videos more memorable and engaging. Techniques such as using personal narratives from local farmers or showcasing unique cultural aspects of Luoyang could further differentiate the products and deepen audience connection.

2. Enhance Audio Quality: Although the videos were rated positively for their audio and music quality, attention should be given to further optimizing sound effects and background music to enhance emotional engagement. Clear, well-balanced sound that complements the visuals will create a more immersive experience for the audience, as supported by studies in digital marketing

3. Leverage Interactive Features: To increase audience engagement, it is recommended to introduce interactive elements in the video content, such as clickable links, interactive product features, or direct purchase options. These features could drive consumer action more effectively, as research suggests that interactive media stimulates higher engagement and purchase intent.

4. Targeted Marketing for Specific Demographics: The results show positive reception from a general audience, but future video content could be tailored to specific demographic groups, such as younger consumers or those interested in organic products. By customizing content to suit the preferences of different audience segments, Luoyang's agricultural products could gain more traction in niche markets.

5. Focus on Product Differentiation: While the videos effectively communicated the quality of Luoyang's agricultural products, greater emphasis could be placed on what sets them apart from competitors. Highlighting unique attributes—such as organic farming practices, environmental sustainability, or traditional methods—could strengthen the competitive edge of these products.

6. Sustain Social Media Presence: Given the strong awareness of the videos on social media platforms, it is recommended to maintain a consistent presence across various platforms. Frequent updates, new video releases, and engaging with user comments and feedback can help build a loyal audience and further expand the reach of Luoyang's agricultural products.

New Knowledge

Table 5 New knowledge

Key Findings	Description
Synergy of Visual and Audio Elements	This study reveals the powerful combination of clear narration, appealing visuals, and well-balanced sound in promoting agricultural products, demonstrating that multimedia harmony enhances viewer engagement and product perception.
Multimedia Harmony's Emotional Impact	The integration of multimedia elements creates an immersive and emotionally engaging experience for viewers, which has a stronger influence on consumer interest compared to focusing solely on visuals or content clarity.
Innovative Use of Multimedia for Community Products	The research shows that community agricultural products, traditionally marketed through conventional methods, can gain significant visibility and consumer interest when promoted using advanced multimedia techniques on social media.
Relevance for Digital Marketing	This study introduces a novel approach to digital marketing for community-based products, emphasizing the importance of balanced multimedia content in creating positive audience experiences.
New Perspective on Product Promotion	Unlike previous research, this study demonstrates the critical role of integrating both visual and auditory elements to enhance the emotional connection between the product and the viewer, setting a new standard for product promotion in the agricultural sector.
Impact of Localized Storytelling on Consumer Behavior	The use of localized storytelling, highlighting the daily lives of farmers and the uniqueness of their products, was found to resonate deeply with viewers, driving both emotional engagement and purchase intent—an approach that has not been widely tested in similar marketing efforts.

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