

Empirical Analysis of Short Video Marketing of Agricultural Products under Consumers' Purchase Intention

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Abstract

With the popularity of short video in China, all industries are conducting marketing activities on short video. With the popularity of short video in China, all industries are conducting marketing activities on short video. Short video marketing is different from traditional marketing, the production of short video has no cultural restrictions, does not need to spend a lot of money, and the entry threshold is low. Therefore, for farmers, using short videos to market agricultural products is a correct choice, which is conducive to expanding sales channels. However, the short video marketing of agricultural products is in the initial stage of development, and there are many problems to be solved. In short video marketing of agricultural products, how to attract consumers' attention and gain consumers' trust is the key. Therefore, it is very important to study the marketing strategy of short videos of agricultural products from the perspective of consumers' purchase intention. This paper will adopt the "stimulus-body-response" model, combined with the characteristics of short video marketing of agricultural products, and put forward the relevant hypothesis. The hypothesis is verified by sending out questionnaires and collecting data on the network. In order to find out the factors affecting the purchase intention of short video of agricultural products, and explore the marketing strategy of short video of agricultural products. Short video marketing is different from traditional marketing, the production of short video has no cultural restrictions, does not need to spend a lot of money, and the entry threshold is low. Therefore, for farmers, using short videos to market agricultural products is a correct choice, which is conducive to expanding sales channels. However, the short video marketing of agricultural products is in the initial stage of development, and there are many problems to be solved. In short video marketing of agricultural products, how to attract consumers' attention and gain consumers' trust is the key. Therefore, it is very important to study the marketing strategy of short videos of agricultural products from the perspective of consumers' purchase intention. This paper will adopt the "stimulus-body-response" model, combined with the characteristics of short video marketing of agricultural products, and put forward the relevant hypothesis. The hypothesis is verified by sending out questionnaires and collecting data on the network. In order to find out the factors affecting the purchase intention of short video of agricultural products, and explore the marketing strategy of short video of agricultural products.

Keywords

Agricultural Products; Short Video; Consumers; Purchase Intention; Empirical Analysis.

1. Introduction

With the rapid development of the Internet, China has entered an era of universal Internet access, China's 50th Statistical Report on the Development of the Internet in China pointed out that as of August 2022, China has more than 1.058 billion Internet users. The Internet penetration rate in rural areas also exceeded 58.8 percent. Under the impact of information explosion and information fragmentation, in the face of marketing activities, people gradually change from passively watching TV ads, receiving leaflets, seeing advertisements pushed by enterprises on mobile phones, etc., to actively looking for the information they need and are beneficial to themselves from the massive information around them and on the Internet (Shu et al., 2022). Short video marketing is different from traditional marketing, the production of short video has no cultural restrictions, does not need to spend a lot of money, and the entry threshold is low. Therefore, for farmers, using short videos to market agricultural products is a correct choice, which is conducive to expanding sales channels. This paper will adopt the "stimulus-body-response" model, combined with the characteristics of short video marketing of agricultural products, and put forward the relevant hypothesis. The hypothesis is verified by sending out questionnaires and collecting data on the network.

2. Research Hypothesis and Scale Design

2.1. Research Hypothesis

2.1.1. The Impact of Service Quality on Trust and Perceived Value

Service quality refers to the short video merchants have professional knowledge, can respond to consumers' questions about products in a timely manner, and provide comprehensive after-sales service. With the further development of e-commerce and the improvement of per capita income in our country, consumers begin to pay attention to the added value of products when purchasing goods, and the service quality of products is one of them. The difference between the same variety of agricultural products is not large, so the service quality of businesses is particularly important. At the same time, empirical studies have shown that the higher the service quality of merchants, the higher the perceived value of consumers (Feng et al., 2022). Therefore, better service quality can enhance consumer trust and perceived value. Here, the following hypothesis is proposed:

H1a: The service quality of merchants in short video positively affects the perceived value of consumers.

H1b: The service quality of merchants in short video positively affects consumer trust.

2.1.2. Influence of Opinion Leaders on Trust and Perceived Value

Opinion leaders refer to people with strong professional ability and influence in a certain industry. In e-commerce, opinion leaders include some stars, Internet celebrities or other authority figures. The unique personal charm, professionalism and visual cues of e-commerce influencers significantly affect the inner state and trust of young people. The higher the popularity of Internet celebrities, the higher the consumer's recognition of the product, thus increasing the perceived value of consumers. This study believes that when consumers watch short videos, they will increase their trust and perceived value of products due to the recommendation of opinion leaders. Therefore, the hypothesis is proposed:

H2a: Opinion leaders in short videos positively affect consumer trust.

H2b: Opinion leaders in short videos positively affect consumers' perceived value.

2.1.3. Influence of Trust on Purchase Intention

Lin Zuanhui (2020) studied the influencing factors of mobile shopping users' shopping intention and found that user trust had a positive impact on mobile shopping intention. Xiao

Zhehui (2015) indicated that in the fresh e-commerce marketing, consumer trust plays a significant role in promoting consumers' purchase intention. Based on this, this paper proposes the following hypothesis:

H3: Trust generated in short video context positively reflects purchase intention.

2.1.4. Influence of Perceived Value on Purchase Intention

Perceived value is the value that consumers perceive when they buy a product. In his empirical study on the impact of online consumers' perceived value on purchase intention, Zhong Kai found that perceived value (functional value, emotional value and social value) has a significant positive impact on purchase intention. Based on this, this paper proposes the following hypothesis:

H4: The perceived value generated in the context of short video positively affects consumers' purchase intention.

2.2. Scale Design

2.2.1. Scale Composition

In this paper, questionnaire was used to collect data. The first part of the questionnaire is to collect the basic information of the respondents, including gender, age, education background, occupation, monthly income level, time spent watching short videos, and whether they buy agricultural products while watching short videos. The second part is the main part, including eight research variables, including five independent variables, which are proposed from the three aspects of short video content, agricultural products and service, namely service quality and opinion leader intermediary variables, which are consumer trust and perceived functional value (Wu et al., 2022). One dependent variable is consumers' willingness to buy.

2.2.2. Measurement and Selection of Scale Indicators

The questions are summarized as shown in the table:

Table 1. Variable items

Variable name	No.	Question
Service Quality	D1	The customer service has certain professional knowledge and can answer my inquiries in time
	D2	After online payment, merchants can arrange delivery in time
	D3	For damaged agricultural products, businesses can promptly pay or return
Opinion leader	E1	The more professional the anchor, the more I trust the product
	E2	The more famous the anchor, the more I trust the product
	E3	Anchors have a reputation and prestige in the society, and I believe in product quality
Trust	F1	Short videos showing the process of agricultural products from planting to harvesting increased my sense of trust
	F2	The short video showing the anchor picking fruit and tasting it made me feel authentic
	F3	By watching the short videos, I have more trust in the quality of the produce
Perceived value	G1	I think the quality of the produce recommended in the short video is reliable
	G2	I think I can buy the produce I want in the short video
	G3	I think buying the agricultural products recommended in the short video is the right decision
Purchase intention	H1	I'm willing to buy produce while watching a short video
	H2	I would like to continue watching short videos and buying produce afterwards
	H3	I would like to recommend friends and family to watch short videos of agricultural products and buy agricultural products

The test items of each variable are mainly based on the existing maturity scale and combined with the characteristics of short video marketing of agricultural products. A 5-level Likert scale was used to measure the purchase intention of short video users. 1 means "strongly disagree", 2 means "strongly disagree", 3 means "neutral", 4 means "relatively agree", and 5 means "strongly agree".

Service quality: measured from three aspects: customer service professionalism, merchant delivery speed, and compensation return and exchange; Opinion leaders: Measured from three aspects: professional degree, popularity and social reputation of anchors; Trust: combined with the characteristics of short video marketing of agricultural products to measure; Perceived value: measured from three aspects: product quality, whether you can buy the product you want, and whether the decision is correct; Purchase intention: measured from the three aspects of willingness to buy, continue to buy, and recommend others to buy.

3. Empirical Analysis and Results

3.1. Empirical Analysis

The standardized path coefficient of quality of service to trust is 0.137 ($t=2.388$, $p=0.017<0.05$), it shows that service quality has a significant positive effect on trust, so the hypothesis H1b is valid. The standardized path coefficient of service quality to perceived value is 0.156 ($t=2.617$, $p=0.009<0.01$), it shows that service quality has a significant positive effect on perceived value, so the hypothesis H1a is valid. The standardized path coefficient of opinion leaders' trust is 0.395 ($t=7.642$, $p=0.000<0.001$), indicating that opinion leaders have a significant positive impact on trust, so the hypothesis H2a is valid; The standardized path coefficient of opinion leaders for perceived value is 0.223 ($t=4.315$, $p=0.000<0.001$), indicating that opinion leaders have a significant positive impact on perceived value, so the hypothesis H2b is valid; The standardized path coefficient of trust to purchase intention was 0.299 ($t=5.857$, $p=0.000<0.001$), indicating that trust has a significant positive effect on purchase intention, so hypothesis H3 is valid; The standardized path coefficient of perceived value to purchase intention was 0.459 ($t=8.456$, $p=0.000<0.001$), indicating that perceived value has a significant positive effect on purchase intention, so hypothesis H4 is valid.

3.2. Empirical Results

3.2.1. The Relationship between Service Quality, Trust and Perceived Value

The research proves that service quality has no effect on trust, but has significant positive effect on perceived value. According to this study, service quality refers to the fact that merchants in short videos have professional knowledge, can reply consumers' questions about products in a timely manner, and provide comprehensive after-sales service. Through the hypothesis test, service quality has no effect on trust, but has a significant positive effect on perceived value. According to the analysis, in the process of short videos and live broadcasts of carrying agricultural products, the services provided by network celebrities and their staff for consumers, such as timely and accurate reply to consumers' consultation, friendly service attitude, timely delivery, help return goods, etc., can make consumers feel that the purchase process is pleasant, promote the emergence of consumer behavior, and enjoy the entire consumption process. Enhance the perceived value of consumers (Chen et al., 2022).

3.2.2. Relationship between Opinion Leaders and Perceived Value of Trust

The research shows that opinion leaders positively affect trust and perceived value. In consumer behavior, opinion leaders refer to those who have a certain degree of professionalism and are more active in social relations. Because of their continuous attention to a certain field, they know more knowledge and experience. In this study, opinion leaders refer to anchors, e-

commerce providers and some influential KOL in e-commerce live broadcasting. These people may be stars, Internet celebrities or power politicians with strong practical experience, and they play the role of opinion leaders. Through the verification of H2a and H2b hypotheses, it is proved that opinion leaders positively affect trust and perceived value. That is, in the short video marketing of agricultural products, the stronger the professionalism, authority and popularity of the anchor, the more consumers trust the product and the stronger the perceived value of product quality.

3.2.3. Relationship between Trust and Purchase Intention

Research shows that trust positively affects purchase intention. Due to the form of online shopping, consumers cannot communicate with merchants face to face, and consumers are faced with more uncertainty and transaction risks. Through short videos and live broadcasts, consumers can get real information and enhance their trust in the product. In this study, trust is defined as that consumers believe that the Guangpin information they receive through e-commerce live broadcasting is true and have a sense of trust in the product. H3 hypothesis is verified to prove that trust positively affects purchase intention. That is, the more consumers believe in the product information provided in the short video or live broadcast room, the more trust they have in the product, the stronger their purchase intention will be.

3.2.4. Relationship between Perceived Value and Purchase Intention

The research proves that perceived functional value positively influences purchase intention. In this study, perceived functional value is defined as the value of product quality and performance that consumers perceive through a series of stimuli in a short video or broadcast room. In the short video, the anchor has more understanding of the relevant information of the product, and can display the product in all aspects and share the use experience.

Hypothesis H4 believes that perceived functional value positively affects purchase intention, and this hypothesis is verified by data test. That is, in the context of e-commerce live broadcasting, the higher the consumer's perception of product quality performance, quality, quality and other values, the stronger their purchase intention.

4. Discussion and Suggestion

4.1. Discussion

By combing domestic and foreign literature on the influence of short video content on consumers' purchase intention, and combining with the results of questionnaire survey, this paper adopts spass software to conduct an empirical analysis on the factors of consumers' purchase intention of agricultural products. Starting from the internal factors of consumers, this paper deeply discusses the mechanism between short video content marketing and consumers' purchase intention when consumers purchase agricultural products. Improve the influence path of short video content marketing on consumers' willingness to buy agricultural products, and enrich relevant theories in the field of marketing (Lin et al., 2022). At present, there are few studies on how short video marketing can better promote consumers' purchase intention of agricultural products. Considering the diversity of consumers' purchasing groups, purchasing power and purchasing habits, this paper, from the perspective of consumers, takes Douyin short video platform as an example to discuss the factors that affect consumers' purchase intention of agricultural products, and focuses on how to effectively provide marketing involvement effect. On the one hand, it helps marketing enterprises to understand the deep connotation and essence of content marketing, attract users' attention, enhance user stickiness, stimulate purchase intention, guide consumption trend, carry out precision marketing of agricultural products, so as to improve the conversion rate of orders; On the other hand, it helps marketing enterprises maximize the advantages of short video as a differentiated

marketing tool, formulate the best marketing strategy, and cultivate their core competitiveness. At the same time, it has certain practical significance to promote the expansion and upgrading of the consumption of agricultural products, promote the sustained and stable growth of farmers' income, and accelerate the pace of rural revitalization.

4.2. Suggestions

4.2.1. Develop Novel Promotion Models

From Taobao's Double Eleven to Jingdong's 6.18 promotion to Pinjoduo bargaining behavior it is not difficult to see that promotion has been the most direct and effective activity. It is estimated that the sales of short video e-commerce will account for 20% of the entire online e-commerce in 2021, and the momentum of development is very strong. Traditional e-commerce in the promotion of most of the form of coupons, although this form has a certain effect, but it is very old. In recent years, Pinduo's tens of billions of subsidies and bargains and other promotional methods have greatly promoted consumer buying behavior, and major platforms have also rushed to launch their own tens of billions of subsidies and bargains. At present, short video e-commerce has not yet seen novel promotion methods, but because this form of short video e-commerce is greatly different from traditional e-commerce platforms, relatively novel promotion methods can be developed. Novel promotion methods can not only directly promote the impulsive purchase of consumers, but also affect consumer sentiment and increase satisfaction and stickiness. Therefore: 1. In the process of watching short videos, you can get coupons through interaction or "like". Consumers with more "likes" will get more coupons. This interactive mode can not only enable consumers to get preferential treatment, but also increase the number of clicks of anchors and improve the exposure rate. 2. Seize the customer's psychology to set the "appropriate" full reduction amount. For viewers of short videos of agricultural products, the price per customer is often not as high as that of clothing and cosmetics. Therefore, when setting a coupon, avoid setting it to more than 200 minus 20, which makes people feel that there is a distance at a glance, and set it to more than 50 minus 5 or more than 20 minus 2. When consumers see this coupon, they will feel that they can buy this amount, thus increasing the likelihood of purchase. 3. Price promotion, limited time promotion and limited time promotion are carried out at the same time. Coupons are issued at the same time, to display a large countdown clock and the remaining amount of goods, and constantly in a prominent font to remind consumers. This will greatly "oppress" the psychological emotions of consumers and promote the probability of payment.

4.2.2. Explore the Intrinsic Value of Online Reviews

Product reviews have always been called the second field, which is a platform for communication between individuals. The empirical research shows that reviews can influence purchasing decisions and consumers' impression of a product. Therefore: 1) Give consumers the right to approve reviews. The platform should have strict control over the quantity and quality of comments. According to the spiral of silence theory, once a comment is recognized or followed by the majority of people, then the new users will think that the comment is reliable, and the new users will participate in the comment and make purchases in the form of the majority. The platform can extract the keywords that often appear in the comments and put the keywords in the first line of the comments to facilitate users to make rough judgments. Secondly, some consumers do not want to write comments but are willing to support others' comments, the platform can add "support" and "not support" buttons below the comments, if many people give "support", then the position of the comments will rise and it is easier for consumers to brush. 2) Advertisements are inserted in the comments to form popular products through word-of-mouth marketing. Word-of-mouth marketing has been very effective, and the platform can insert ads for the same type of product under the reviews of a product, such as a review promoting an Apple video, with details of other fruits in the store in the middle of the reviews.

4.2.3. Cultivate Self-owned Anchors to Improve Professionalism and Release According to Type

In 2021, short video e-commerce will account for 20% of e-commerce, and there will be 2-3 million broadcast rooms and studios in the country, when the competition between anchors will be more intense. Streamers can both lead to impulsive purchases and have an effect on consumer sentiment. Therefore: 1. Short video e-commerce platforms should pay attention to the importance of anchors, not only to introduce anchors, but also to train their own anchors. Their own anchors will have a better understanding of the product and become more comfortable with it. 2. While increasing the number of anchors, the platform should also improve the quality of anchors by improving the professional level of anchors, rather than just finding some good-looking anchors. For example, Viya was a model in Taobao before she became famous, and she had a very thorough understanding of clothing and the psychology of the people who bought clothes. This is the fundamental reason for Viya's popularity. If an anchor does not understand his own products or has not tried them, it will appear that the anchor is extremely unprofessional in the short video, and can not arouse the emotions of consumers, thus affecting the purchase. 3. Empirical research shows that the affinity and interactivity of anchors are equally important. The entertainment of short videos can be enhanced by increasing the interaction between anchors and consumers in the publicity process. When consumers watch short videos, if anchors give consumers practical suggestions and tell them their personal experiences, they will have a good impression on them and arouse emotions to promote purchase. At the same time, if the anchor has the requirements of "like" and "forward" in the video, it will also arouse the emotions of consumers and affect the purchase. Finally, anchors should give their own contact information in short videos, gather consumers together in the form of building groups, and actively solve consumers' problems, which will increase user stickiness over time. 4. Use the big data of the platform for precise delivery. At present, short video platforms will form an information cocoon effect through big data. Information cocoon is a double-edged sword, for short video e-commerce, you can cooperate with the platform to put short videos to consumers with similar interests and the same characteristics, which can greatly improve the conversion rate of purchase.

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