

EMPIRICAL ANALYSIS OF THE INFLUENCE OF SHORT VIDEO MARKETING OF AGRICULTURAL PRODUCTS ON CONSUMERS' PURCHASE INTENTION

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Abstract : In short video marketing of agricultural products, consumers have different preferences for agricultural products, that is, the content of consumers concerned about agricultural products is different. The purchasing intention of consumers directly affects the purchasing behavior of consumers, determines the sales volume of agricultural products, and thus affects the income of farmers. Therefore, the purchase intention of consumers is crucial to the marketing of short videos of agricultural products. Therefore, farmers or Internet celebrities should fully study consumers' purchase intention in the short video marketing of agricultural products. Based on this, this paper studies consumers' purchase intention, determines its influencing factors, and then formulates corresponding short video marketing strategies.

Key words: Agricultural products; Short video marketing; Consumers; Purchase intention; influence

Introduction

In the rapidly developing online entertainment lifestyle, short video has become an emerging popular culture and social communication language. In daily life, people use short video during relaxing entertainment time such as night and weekend, or during the fragmented time such as commuting and lunch break (Guo et al., 2023). Short video marketing because of its low threshold, fast entertainment and other characteristics, to meet the current people in the busy life of the entertainment needs, and short video content consumption stage has successfully broken the barrier, jumped into the public's vision. The high quality and good content of short video can provide more business opportunities and profits for enterprises in the network era. Therefore, more and more companies begin to pay attention to and attach importance to the short video industry, and as a key marketing method of enterprises. At the same time, in agriculture, a group of young people found business opportunities and began to shoot short videos, upload them to the Internet, and sell agricultural products directly on the Internet. Then, with their unique style, they created a new sales model of "short video + live broadcast + e-commerce + advertising" (Yuan, 2023). Especially during the epidemic period, mayors, district heads, village cadres and some Internet celebrities have also walked into agricultural products greenhouses to endorse and bring goods for agricultural products, making live broadcasting a new form of "farm work".

Correlative concept analysis

1.1 Short videos of agricultural products

In recent years, consumers and businesses have increasingly turned to social media to communicate with each other. In China, short video platforms are widely used by people of all

ages. These social application platforms enhance social skills through short videos with background music. The basic difference between short videos and mini-movies or most YouTube videos is their duration. Generally speaking, the playback time of short videos ranges from 15 seconds to 10 minutes. Short video marketing is a marketing method that combines short video with marketing to create social marketing. At present, people generally live in a fast pace, and short video playback time is short, people can use their free time to watch, such as commuting to work, leisure and entertainment, so short video marketing fills the gaps in people's lives.

1.2 Consumer purchase intention

Consumer purchase intention can predict consumer behavior and is the basis of purchasing behavior. Engel and Blackwell divided the consumer's decision-making process into five stages: problem cognition, information search, program evaluation, purchase decision making and purchase evaluation. In the 1970s, there had been researches on consumer's purchasing intention. Fishbein, Martin and Ajzen first extended the concept of "intention" from the field of psychology to the field of shopping consumption, and defined purchase intention as "the probability of consumers' subjective judgment of purchasing behavior." It is the result of the comprehensive effect of consumer attitude, evaluation and other factors, and purchase intention is the most critical factor to predict consumer behavior "(Li, 2023). Sdullet believes that consumers' purchase intention is determined by their attitude towards a product or brand and external environmental factors. Dolls et al believe that buying intention is the subjective probability or possibility of consumers buying a certain product. The study of consumers' purchase intention began relatively late in China. Scholars such as Han Rui and Tian Zhilong concluded on the basis of scholars such as Dolls that consumer willingness is the possibility of consumers buying products, which is determined by their attitude towards products or brands and external factors. To sum up, consumers' purchase intention is determined by consumers' subjective attitude and location factors.

Current situation of short video marketing of agricultural products

2.1 Current situation of short video platform for agricultural products

According to the survey of short video applications most commonly used by short video users in China in 2020, the short video APP market in China has developed rapidly since 2013, and Kuaishou and Douyin APP have become the two most popular platforms. Tiktok ranked first with 45.2 percent of users, followed by Kuaishou with 17.9 percent.

According to iMedia Research data, when respondents choose online platforms to buy agricultural goods, they generally value food safety, affordable prices, abundant goods and delivery speed, accounting for 57.9%, 52.5%, 45.8% and 45.0%, respectively. Although consumers pay the most attention to the food safety guarantee ability when choosing to purchase agricultural platforms, it is difficult to compare the differences in food safety ability of various platforms in actual decision-making, so whether the price is affordable becomes a decisive factor affecting users' choice of agricultural purchasing platforms, so agricultural e-commerce platforms with higher cost performance are more likely to gain users' favor (She et al., 2023).

With the further development of residents' online purchasing habits, their demand for online purchasing experience will also be upgraded, improving product quality and optimizing logistics

services are expected to become an important grasping hand for future e-commerce platforms to compete for users. According to iMediaResearch data, 52.5% of respondents believe that agricultural e-commerce platforms need to improve in terms of controlling the quality of agricultural goods, and 37.2% of respondents said that agricultural e-commerce platforms need to optimize the quality of logistics services.

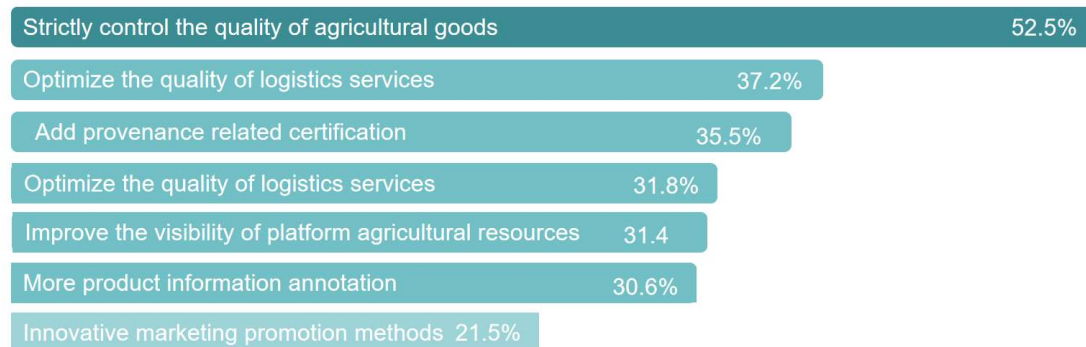


Figure 1 Survey of Chinese residents' cognition of factors to be improved in the agricultural e-commerce platform in 2020Q1

In the "Short Video Innovation and Evolution under the Convergence Scenario" forum in 2021, China Wide Vision Sofre Media Research (CSM) released the "2021 Short Video User Value Research Report". The status of short video in the media life continues to rise, from the specific use time, the average daily watch short video more than 60 minutes of users accounted for 56.5%, per capita watch short video 87 minutes per day. The report shows that users' evaluation of rich content, timely update and novel content is still the top three, but their evaluation of content authenticity, depth and privacy protection is reduced (Ming et al., 2023). From the perspective of content types, the demand for pan-knowledge and pan-life short video content is still flourishing, and the value of practical niche vertical short video content such as emotion, shopping and health care is gradually released, accounting for a significant increase; Short video content that moves users to share is still easy, interesting and practical, and the willingness to share social hot content is rising fastest.

2.2 Current situation of short video market of agricultural products

According to a report by the China Internet Network Information Center (CNNIC), as of December 2022, the number of short video users in China has exceeded 1 billion, with a usage rate of 94.8%. The number of short video users has grown from 648 million in 2018 to 1.012 billion in 2022, with an average annual increase of over 60 million users.

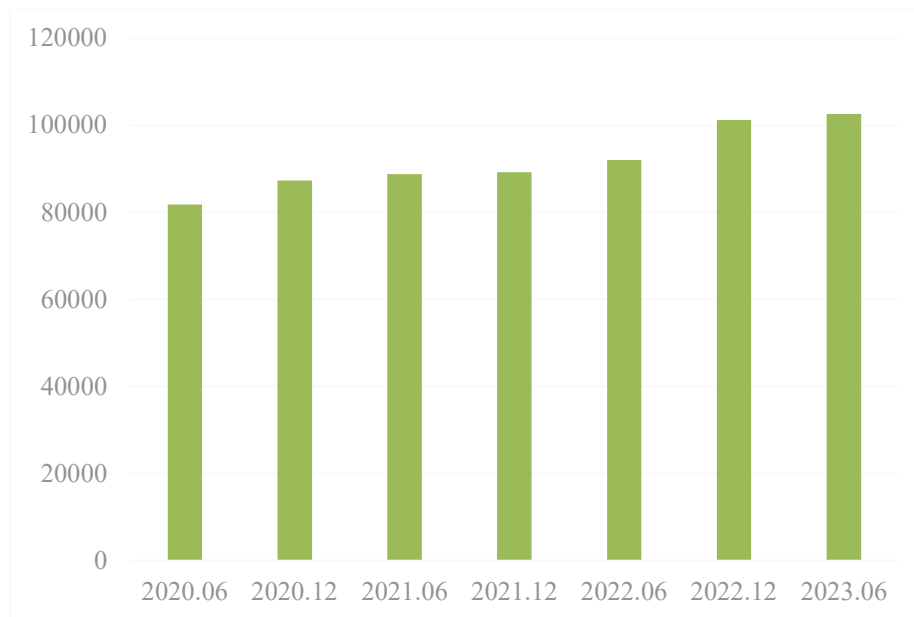


Figure 2 Usage rate and scale of short video users from 2018 to 2022

In the future, short video platforms will further seek breakthroughs, such as joining live broadcast, e-commerce and other businesses, and the current head of short video platforms are already developing online live business, and seeking to deepen the relationship with other content creators, and develop new features to deepen the interaction between the creators and the users. 5G penetration rate, artificial intelligence and big data technology development will provide new support for short video platforms. In addition, the state has strengthened the regulation of the industry, and platforms have also strengthened the audit of the short video content posted by users. Taken together, the short video industry has great potential for development.

In 2019, the size of China's short video market reached \$11.81 billion, showing continued rapid growth. Then, in 2020, the size of that market rose to \$130.24 billion, a year-on-year growth rate of 1002.79 per cent, which is certainly alarming. Due to the outbreak of the Covid-19, the development potential of short video further tapped, the market size of the short video industry grow at a faster rate from 2020 to 2022.

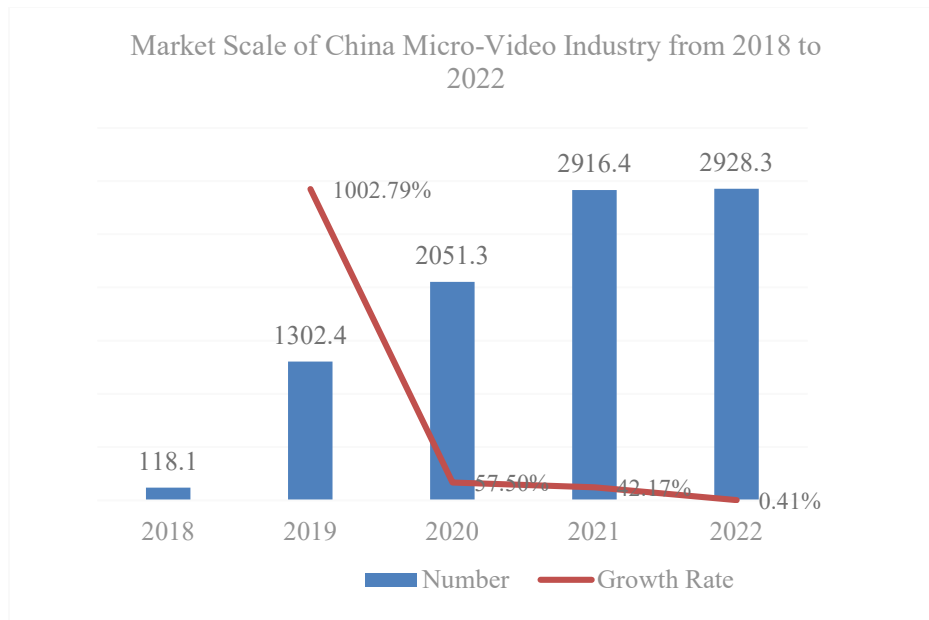


Figure 3 Market Scale of China Micro-video Industry from 2018 to 2022

Research hypothesis and empirical analysis

3.1 Research hypothesis

3.1.1 Impact of authenticity on trust and perceived value

Authenticity means that the presentation of goods is real. In the traditional agricultural products e-commerce marketing, the display of agricultural products mainly relies on the combination of pictures and text. However, pictures can be easily tampered with, and a large number of product pictures of merchants have been modified to a certain extent, so they can not restore the authenticity of the goods. Through the combination of short video and live broadcast, the display of agricultural products is relatively objective, so the authenticity of commodities can be restored to a large extent. This also enables consumers to have a more intuitive and comprehensive understanding of agricultural products. Therefore, the hypothesis is proposed:

H1a: Real performance in short videos positively affects consumers' perceived value.

H1b: The real performance in short videos positively affects consumer trust.

3.1.2 The impact of fun on trust and perceived value

Fun means that consumers feel relaxed and happy when watching short videos. The use experience of consumers largely determines the use attitude of consumers, and a relaxed and pleasant use experience will quickly win the trust of consumers. Consumers watch short videos to introduce and try the products, including the raw materials and production process of the products, so that consumers have pleasure and satisfaction, but also build consumers' trust in the products, resulting in continuous attention, recommendation and other behaviors. Hu Wenhan and Jin Yongsheng proposed the influence of fun on consumers' trust and satisfaction when studying online shopping consumers' purchase intention, and verified the hypothesis through structural equation model (Hu et al.,2011).

Therefore, this paper proposes the following hypothesis:

H2a: The fun of short videos positively affects trust

If consumers are relaxed and happy in the process of shopping, their cognition and emotion for the product will also be enhanced. The content played in the short videos of agricultural products is mostly the life full of fireworks in the countryside and countryside, which makes people living in the noisy city feel quiet and beautiful, and increases consumers' cognition of the value of agricultural products.

Based on this, this paper proposes the following hypothesis:

H2b: The interestingness of short videos positively affects the perceived value

3.1.3 Influence of concessionality on trust and perceived value

The change of the price of agricultural products directly affects the real interests of both sides of the transaction, and also determines whether consumers are willing to pay for it and the possibility of paying the amount. Therefore, the price can cause the most psychological fluctuations of consumers. Discount promotion positively affects consumer perception. In the process of live broadcasting, the unit price of goods is reduced through preferential ways such as issuing coupons and carrying out lottery activities, so as to attract the attention of consumers and thus affect their perceived value.

This study believes that when online celebrities bring agricultural products, they carry out preferential activities in the form of time-limited instant killing, issuing coupons, giving gifts, etc., which will attract consumers' attention, make consumers feel worthwhile, and enhance their utility value. Therefore, the hypothesis is proposed:

H3a: The preference of agricultural products positively affects the perceived value of consumers

H3b: The preferential nature of agricultural products positively affects consumer trust

3.2 Empirical analysis

The survey objects of this study are consumers who have seen short videos of "agriculture, rural areas". In order to ensure the reliability of the data, this survey sets the selection option and issues questionnaires in a combination of online and offline methods. A total of 202 questionnaires are collected through wechat, QQ, Moments and other forms in the form of two-dimensional code online, and for relatives and friends to forward and spread. From August 18 to August 22, 2021, questionnaires were distributed in the offline Changsha Yuankangxing Urban Community, and a total of 200 copies were recovered. A total of 402 questionnaires were issued in this survey. After screening the invalid questionnaires for those who had not watched short videos of Sannong and selected the same options and filled in too short time, 324 valid questionnaires were issued, with an effective rate of 80.59%. The empirical survey results are shown in Table 1.

Table 1 Results of path analysis

Path			Standardized path coefficient	S.E.	C.R.	P
Trust	<---	Veracity	0.146	0.053	2.948	0.003
Perceived value	<---	Veracity	0.151	0.049	2.942	0.003

Trust	<---	Preference	0.134	0.064	2.322	0.02
Perceived value	<---	Preference	0.147	0.058	2.473	0.013
Trust	<---	Interestingness	0.081	0.051	1.434	0.152
Perceived value	<---	Interestingness	0.226	0.047	3.856	***

From the path analysis results in the table above, we can see that the standardized path coefficient of authenticity to trust is 0.146 ($t=2.948$, $p=0.003<0.01$), indicating that authenticity has a significant positive effect on trust, so H2b is assumed to be valid; The standardized path coefficient of authenticity to perceived value was 0.151 ($t=2.942$, $p=0.003<0.01$), indicating that authenticity has a significant positive effect on perceived value, so H1a is assumed to be valid; The standardized path coefficient of preferential trust was 0.134 ($t=2.322$, $p=0.02<0.05$), indicating that concessionality has a significant positive effect on trust, so hypothesis H3b is valid; The standardized path coefficient of preference on perceived value was 0.147 ($t=2.473$, $p=0.013<0.05$), indicating that concessionality has a significant positive effect on perceived value, so the hypothesis H3a is valid; The standardized path coefficient of fun on trust is 0.081 ($t=1.434$, $p=0.152>0.05$), indicating that fun has no significant effect on trust, so the hypothesis H2a is not valid. The standardized path coefficient of fun on perceived value was 0.226 ($t=3.856$, $p=0.000<0.001$), indicating that fun has a significant positive effect on perceived value, so H2b is assumed to be valid.

The influence of short video marketing of agricultural products on consumers' purchase intention

4.1 Promotion has a positive impact on consumers' focus and pleasure as well as impulse buying

Through the test of path and mediating effect, it can be seen that promotion has a positive impact on consumers' impulsive purchase, in which focus and pleasure play a mediating role. In the process of watching the short video of agricultural products, if the short video e-commerce is doing promotional activities, then the consumer will choose to place an order at the first time to avoid the situation of being unable to buy. At the same time, short video e-commerce is an emerging shopping model, different from the traditional offline marketing and traditional online e-commerce marketing model, the forms of promotion are also diverse, dazzling. When the new promotion model appears, consumers will focus on understanding the details of the promotion activities, and will feel more happy because of the fun and surprise brought by the new promotion model, resulting in impulsive purchasing behavior.

4.2 Online reviews have a positive impact on consumers' focus and pleasure as well as impulsive purchases

Through the examination of the pathway and mediating effect, it can be seen that online reviews have a positive impact on consumers' impulsive purchase, and attention and pleasure play a mediating role. Although the display of short video e-commerce products is more intuitive than the traditional e-commerce platform, after all, it is not as good as the offline WYSIWYG, so consumers will more or less have some concerns about the quality of the products. Before buying agricultural products, consumers will not only read the host's description and product details page, but also read the comments below the video. Consumers will change their views on the products and their purchasing decisions through the comments of the purchasers. If there are many positive comments in the comments, and the positive comments occupy the mainstream, or there are pictures in the comments, then consumers will have a good impression on the products and merchants, which will affect the focus and pleasure, and then affect the impulsive purchase.

4.3 Opinion leaders have a positive impact on consumers' focus and pleasure as well as impulsive buying

Through the examination of the pathway and mediating effect, it can be seen that online reviews have a positive impact on consumers' impulsive purchase, and attention and pleasure play a mediating role. Opinion leaders can also be called anchors in short video e-commerce. In short video e-commerce, there are not only products but also anchors in short videos. The influence of the anchor's ability in the short video is huge, the anchor can not only through the prepared marketing tactics, such as "not enough goods", "only one day" to force consumers, but also through giving consumers advice or chatting with consumers and asking for praise and other behaviors to narrow the psychological distance between the anchor and consumers. The personal information disclosed by the anchor will attract the attention of consumers, and the request of the anchor to "like" will make consumers participate in it. This affects focus and pleasure, which in turn leads to impulsive buying. These behaviors will make consumers love anchors over time. When consumers see the anchor again, their psychological emotions will change, resulting in purchase behavior.

4.4 Agricultural product information has a positive impact on consumers' impulsive purchasing

Through the test of pathway and mediating effect, it can be seen that online reviews have a positive impact on consumers' impulsive purchase, and focus and pleasure do not play a mediating role in it. Food safety has always been a big problem. Many high-end restaurants and university canteens have experienced the problem of gutter oil. Consumers tend to pay special attention to online shopping, especially when it comes to eating products. When consumers watch short videos, the products or anchors in the videos mention that agricultural products are organic, pollution-free, natural, green and other information about the quality of agricultural products will promote impulsive purchase, but will not affect the concentration and pleasure.

Strategies to improve consumers' purchase willingness in short video marketing of agricultural products

5.1 Make good use of short videos to publish valuable agricultural products

The research shows that the release of high-quality short video content of agricultural products can greatly increase the enthusiasm of consumers to buy, and the appropriate marketing promotion effect of short video content is more obvious. Short video marketers based on the sale of agricultural products should be good at making use of the functions of short video platforms, accurately positioning consumer groups, and pushing short video content as far as possible to the most suitable and most likely to buy some users. When selecting push objects, it is also necessary to consider factors such as the user's past consumption level and whether they have been watching content on Tiktok short videos for a long time.

Secondly, when publishing video content, marketers should highlight their own product or brand characteristics as much as possible, and fully display the originality and quality of the content, rather than simply copy and paste and forward and share the content that can be seen everywhere on the network, which is difficult to attract the attention of consumers, and only their own investment in efforts to create a long-term valuable platform for consumers. And create a good consumption concept and shopping experience, can really improve consumer purchase willingness.

5.2 Highlight product characteristics and improve marketing traffic

The kinds and resources of agricultural products in our country are very rich. With the economic development, consumers have higher requirements for the quality of life and diet of the agricultural products, and more began to pursue health quality of agricultural products, and even the cultural value containing agricultural products began to be interested. For enterprises that mainly sell agricultural products, they should consider the intrinsic value of their own main products and find out how to make use of consumers' cognitive blind spot for the product itself for marketing. Such marketing methods may be far more effective than the nutritional value of the product itself to attract consumers. In addition, marketers need to combine from various channels, expand the sales channels of their own agricultural products, and enhance the efforts to publicize agricultural products brands, so as to improve the economic benefits of enterprises and the sales of agricultural products.

5.3 Strengthen the interaction between fans and improve service quality

Another important key to increasing consumers' willingness to buy is to increase the stickiness between marketers and users, which is also a guarantee of agricultural product sales. Marketers need to fully understand the preferences of consumers, especially fans who have followed their own. For example, when launching a new agricultural product, fans should be notified in a timely manner, and more preferential efforts should be given to fans to promote repeated consumption. When a new short video is released, it is necessary to strengthen communication with fans and guide fans to share it with their friends as much as possible to bring a good brand effect to users. Short video marketing is a full of interactive and interesting activities, as long as the content of the video is novel and interesting, it can retain customers, and constantly improve the attention of customers, so as to improve the economic benefits of agricultural

products. As an interactive marketing tool, short video in the era of we-media can fully promote the sustainable growth of agricultural economy only by doing a good job in the content and form of short video marketing of agricultural products.

Peroration

From the perspective of consumers, this paper takes Douyin short video platform as an example to discuss the factors affecting consumers' willingness to buy 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, and guide consumption trend. Carry out precision marketing of agricultural products 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.

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