

Impact of Social Media Agricultural Aid Advertising on Online Customers' Purchase Intention

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Abstract:

Due to the prosperity and development of social media, many farmers turn to social media advertising to help farmers to improve the sales of agricultural products. However, due to the lack of farmers to capture the hot spots and characteristics of social media advertising, the sales of agricultural products cannot be greatly increased. In order to deal with this phenomenon, this study through the questionnaire survey and data sorting and analysis method, for the online customer purchase intention has significant influence of four advertising characteristics, let farmers in social media to help farmers advertising can pay more attention to the four aspects, to achieve more effectively to improve the sales of agricultural products, eventually can help social media to help farmers advertising to attract more online consumers, increase online customer purchase intention. The aim is to achieve harmonious win-win, increase online sales volume to help farmers get rid of poverty and become rich.

Keywords: Social media agricultural aid; purchase intention; advertising characteristics.

1. Introduction

In today's society, the problems of unsalable agricultural products and low income of farmers have been widely discussed. During the rapid development of the Internet, farmers also began to try to use social media to advertise agricultural products. The sales have increased, but the results are not satisfactory. Improve social media to help farmers advertise for the influence of online customer purchase intention, can solve the problem of unsalable agricultural products, also can help farmers more directly get their

income, also convenient consumer purchase way, increase the benefits of business, can achieve harmonious win-win, can solve a big social problem.

There has been a lot of research on the purchase intention of agricultural products, and the visualization of agricultural products and the creativity of social media advertising can significantly improve the purchase intention [1-2]. In addition, brand loyalty and brand awareness can increase consumers' intention to buy. The transparency of organic food information can increase the consumption of organic food, striking details, emotional appeal and celebrity

endorsement will affect the evaluation method of social media advertising [3-5]. With the rapid development of the Internet, the publicity of agricultural products through the Internet has become an important means. However, the complex relationship between Internet advertising and the purchase intention is not enough research. Therefore, this study explores the purchase intention of agricultural products from the perspective of agricultural advertising. This study by observing the existing social media to help farmers advertising agricultural sales of higher advertising characteristics, it is concluded that four different advertising characteristics, then combined with different people and purchase intention, form a questionnaire, after recycling to 213 questionnaires, the questionnaire data statistics, analysis and inspection, finally get social media to help farmers advertising for online customers purchase intention significant influence factors. This study will use consumers to help farmers advertising and agricultural characteristics, help farmers get more favorable information, watch more to attract consumers to buy agricultural products, over time, become an essential part of the social level, also can help family, friends in sharing to help farm-

ers advertising more emotional, also improve the social media advertising social influence and social trust, to a certain extent, also can help consumers develop healthy eating habits.

2. Questionnaire Design

This paper studies the influence of social media to help farmers advertising for online customers purchase intention, so from different groups of people to watch social media advertising after the different factors of psychological purchase intention change questionnaire survey, so as to get more advantageous factors, to help social media to attract consumers, further enhance consumer purchase intention and strategy, at the same time can get consumers for social media advertising view and benefits. A survey of consumers of different genders and ages was investigated and analyzed. From the perspective of advertising and the characteristics of agricultural products, the purchasing intention and influencing factors of consumers were analyzed. The specific questions of the questionnaire are shown in Table 1.

Table 1. Specific Questions

| Title number | Specific topic |
|--------------|--|
| 1 | Your gender |
| 2 | Your age group |
| 3 | Do you agree with the action of buying agricultural products directly after watching social media advertisements? |
| 4 | Are you willing to buy agricultural products through the celebrity or KOL recommendation (spokesperson promotion)? |
| 5 | Are you willing to buy the product after adding touching farmers to social media ads? |
| 6 | Would you like to share the live delivery or interactive quiz segment to your friends or family members? |
| 7 | Would you like to watch and buy social media ads that emphasize product characteristics (e. g., green, organic, etc.)? |

3. Basic Description

Through the 5-day data collection, a total of 213 valid

data samples were obtained. For the number of people distribution of the options, the statistical results can be obtained are as follows in Table 2.

Table 2. Statistical results of the questionnaire survey

| Question | Answer | | | | |
|-------------------|---------------------|-------------------|-----------------|-----------------|-----------------|
| | 1. Your gender | male | 108 People | female | 105 People |
| 2. Your age group | Under the age of 18 | 18~25 Years old | 26~30 Years old | 31~40 Years old | 41~50 Years old |
| | | 24 People | 47 People | 38 People | 33 People |
| | 51~60 Years old | Over 60 years old | | | |

| | | | | | |
|--|-------------------|-----------|-----------|-----------|----------------|
| | 22 People | 19 People | | | |
| 3.Do you agree with the action of buying agricultural products directly after watching social media advertisements? | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
| | 9 People | 6 People | 23 People | 74 People | 101 People |
| 4.Are you willing to buy the agricultural product through the celebrity or KOL recommendation (spokesperson promotion)? | Very reluctant | Reluctant | Neutral | Willing | Very willing |
| | 10 People | 7 People | 30 People | 86 People | 80 People |
| 5.Are you willing to buy the product after adding touching farmers to social media ads? | Very reluctant | Reluctant | Neutral | Willing | Very willing |
| | 13 People | 5 People | 31 People | 87 People | 77 People |
| 6.Would you like to share the live delivery or interactive quiz segment to your friends or family members? | Very reluctant | Reluctant | Neutral | Willing | Very willing |
| | 10 People | 5 People | 29 People | 82 People | 87 People |
| 7.Would you like to watch and buy social media ads that emphasize product characteristics (e. g., green, organic, etc.)? | Very reluctant | Reluctant | Neutral | Willing | Very willing |
| | 8 People | 9 People | 24 People | 75 People | 97 People |

4. Data Processing and Results

This study published the questionnaire on October 15,2024. Through social media as media, 213 questionnaires were collected from 21 provinces in China, including Anhui and Fujian, having the largest number of questionnaires. The questionnaire data into SPSS, for question 1 (gender) and 3 (purchase intention) independent sample

T test, question 2 (age) and question 3 one-way variance analysis, question 3, 4 (spokesperson), 5 (story), 6 (interactive form), 7 multiple linear regression analysis (product characteristics), the analysis results are as follows:

The relevant results of whether there are significant differences in purchase intention by different gender are as follows in Table 3.

Table 3. Results of independent sample T test

| Independent sample test | | | | | | | | |
|-------------------------|---------------------------------|---|-------------------------------|------------------------------|-----------------|---------------------------|---|-------------|
| F | Levin variance equivalence test | | Mean-value equivalence t-test | | | | | |
| | significance | t | variance | Significance (double-tailed) | Mean difference | Standard error difference | Difference value with 95% confidence interval | |
| | | | | | | | Top limit | Lower limit |
| | | | | | | | | |

| | | | | | | | | | | |
|--|-------------------------------|------|------|-------|---------|------|-------|------|-------|------|
| 3, Do you agree with the action of buying agricultural products directly after watching social media advertisements? | Assume equal variance | .373 | .542 | -.237 | .211 | .813 | -.033 | .141 | -.310 | .244 |
| | Equal variance is not assumed | | | -.237 | 210.967 | .813 | -.033 | .140 | -.310 | .244 |

The relevant results of whether there are significant differences in purchase intention at different ages are as follows in Table 4.

Table 4. Results of one-way analysis

| | | Levin statistics | Degree of freedom 1 | Degree of freedom 2 | significance |
|--|--|------------------|---------------------|---------------------|--------------|
| 3, Do you agree with the action of buying agricultural products directly after watching social media | Based on the mean | .419 | 6 | 206 | .866 |
| | Based on the median | .226 | 6 | 206 | .968 |
| | Based on the median and with the adjusted degrees of freedom | .226 | 6 | 175.756 | .968 |
| | Based on the post-cut average value | .199 | 6 | 206 | .977 |

The relevant results of whether there are significant effects on the purchasing intention are as follows in Table 5.

Table 5. Multiple linear regression results

| | Unstandardized coefficients | | Standardization coefficient | t | significance | Collinearity statistics | |
|----------------|-----------------------------|----------------|-----------------------------|-------|--------------|-------------------------|-------|
| | B | Standard error | Beta | | | allowance | VIF |
| constant | .741 | .231 | | 3.201 | .002 | | |
| Queation No. 4 | .268 | .068 | .271 | 3.934 | .000 | .475 | 2.104 |
| Queation No. 5 | .197 | .061 | .207 | 3.205 | .002 | .543 | 1.842 |
| Queation No. 6 | .214 | .069 | .216 | 3.095 | .002 | .465 | 2.149 |
| Queation No. 7 | .170 | .067 | .171 | 2.538 | .012 | .500 | 2.001 |

According to the above analysis results, it can be seen that there is no significant difference in the purchase intention of consumers of different genders, and there is no significant difference in the purchase intention of consumers of different ages. The characteristics of each product (spokesperson, story plot, interactive forms and product characteristics) have a significant impact on the purchase intention.

5. Discussion

5.1 Gender & Age

The reason why there is no significant difference between gender and age in the willingness to buy agricultural products after watching social media agricultural aid advertisements may be due to the similar way and perspective of mass consumers in choosing agricultural products, leading to consumers regardless of gender and age, all love the produce with certain characteristics, the pursuit of life

quality, health and safety; meanwhile, both men and women, the young and the elderly, All need to eat the produce, they all have the will to buy the produce; the concept of equal family responsibility development, so that the family members will help the family to buy the produce they need; at the same time, due to the development of the Internet, the spread of social media user breadth, different ages can also have access to social media advertising to buy, regardless of gender or age, there were no significant differences between the groups.

5.2 Spokesperson

First of all, celebrities or KOL such as Olympic champions, stars, has huge fans and extensive social influence, their recommendation can be a lot of attention at the same time consumers for celebrities or KOL often hold high trust, research said influence endorsed positive influence on purchase intention, through social media advertising and well-known influence recommended, can significantly improve consumer purchase intention [6]. Their recommendations or endorsements are seen as a recognition of the quality of the produce, at the same time, their fans will be more willing to buy the agricultural products in the social media advertisements recommended or endorsed by the celebrity, since promoting sales growth; with the improvement of people's health awareness and living standards, more and more consumers are becoming concerned about the health benefits of agricultural products, celebrities or KOL promote healthy eating ideas and habits through social media advertising, and because of their own self-requirements for a healthy diet, for consumers to reshape or renew their pursuit and demands for a healthy life, so that consumers can choose the produce they recommend in their social media ads, since the pursuit of a healthy lifestyle of higher quality; and in social media advertising to help farmers, celebrities may share their stories or experiences linked to produce, cause an emotional resonance among consumers, this emotional resonance encourages consumers to buy produce recommended or endorsed, to express their own support and identity.

5.3 Story Plot

Touching stories about farmers can often touch the hearts of consumers, to trigger an emotional resonance, compared to information richness and disturbance, the credibility and emotional appeal of advertising have a greater impact on advertising attitudes, these stories often show the farmer's hard work, hard life and the desire for a better life, let consumers feel the reality and not easy of farmers, this emotional connection has made consumers more willing to support these farmers, express their sympathy and

help by buying their products; and when telling the story of agricultural products, will help consumers to better understand the background and information of agricultural products, enhance the trust in product quality, also because of the simple and sincere attitude of farmers to enhance the trust of consumers for farmers; touching farmer stories will be more accessible on social media, social media advertising to help farmers that integrates farmers' feelings and values, once the consumers agree, will share with friends and family, thus increasing the brand reputation; and touching stories of farmers will arouse people to social responsibility, by supporting the farmers, to contribute its own strength to rural revitalization and agricultural development, this sense of responsibility makes consumers pay more attention to the social significance behind it when buying products; touching farmer stories can also help spread the values conveyed by the social media AD, in line with consumer values, the sense of identity and belonging will help consumers to be more willing to buy [7].

5.4 Interactive Form

Live with goods and interactive question and answer sessions can intuitively show the quality of agricultural products, Enable consumers to feel the authenticity and quality of agricultural products, this intuition enhances consumers' trust in agricultural products; through the interactive Q & A on the live broadcast, consumers can ask questions and get answers in real-time, this instant interaction satisfies the consumer curiosity, at the same time, it also enhances the sense of participation and experience of consumers; helping farmers live delivery and interactive question-and-answer sessions can often stimulate the emotional resonance of consumers, consumers are prone to develop empathy, to meet the needs of themselves, has also helped farmers improve their lives, be more favorable to agricultural products, consumers will be both spiritually and morally self-satisfied; live streaming and interactive question-and-answer sessions can often bring about price discounts, for instance, anchors will offer coupons, red envelopes and other benefits, attract consumers to buy; and in the process of the anchor interaction, will help consumers to build trust relationships with products or brands; live delivery and interactive question and answer sessions provide consumers with a convenient way to buy, reduce the search link of price comparison, and is innovative, more attract consumers to buy produce after watching, these factors such as interactivity, trust and resonance are particularly important in live streaming marketing, can significantly affect the purchase intention of consumers [8-9].

5.5 Product Characteristics

Through the data analysis tools for social media, Advertisers can accurately target target customer groups, social media agricultural aid ads that emphasize certain product characteristics can be more accurately pushed to people in relative demand, more convenient and directly to meet the needs of consumers; when agri-advertising on social media describes detailed the growth environment, production process, quality assurance and other characteristics of agricultural products, consumers can have a more comprehensive understanding of the product, studies have found a positive correlation between video displays of agricultural production processes and consumers' purchasing intentions, also increase the trust in the product, the relevance of social media advertising plays a moderating role between advertising and consumer willingness to buy, the more the advertising content matches with the interests and needs of the target audience, the stronger its positive impact on the purchase intention, for agricultural products, this correlation can be achieved by demonstrating the actual use of the product, the growth environment, or the production process; high-quality products will attract and stimulate consumers' willingness to buy, after watching advertisements, consumers can have impulse to try; social media advertising with more emphasis on certain traits can help people retweet and like each other on social media, to help you communicate your quality of life and ideas, better interaction, enhance the exposure of agricultural products, thus increasing the number of consumers watching agricultural aid ads, better transmission helps consumption grow in [1-2, 10-11].

6. Conclusion

Agri-advertising on social media can attract more online customers to buy and increase their purchase intentions. Different gender and age groups were similar in their willingness to buy agricultural products shown in social media ads, there is no significant differences between groups, but agricultural aid advertising and agricultural product characteristics have a significant impact on online users, this study found in the spokesperson, story plot, interactive form and product characteristics of social media to help farmers advertising will be more attractive for online consumers to watch and buy.

Future in agri-advertising on social media for the influence of online consumers purchase intention related research, through the dynamic time and the development of social media, can enhance for consumer psychology, agri-advertising on social media compared with ordinary

social media advertising, other ways to help farmers advertising the particularity of the research, further more deeply explore the connection between social media to help farmers advertising and consumers.

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