

Study on the Influence of Short Video Marketing on Consumers' Willingness to Purchase Agricultural Products in Fujian Province under the Background of Common Prosperity

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Abstract: Rapid online trading expansion and the bloom of internet technologies has raised the importance of effective product video marketing for online retailers. This article developed a model for the impacts of video presentations on purchase intention for agricultural products. The three research objectives are: to examine the impact of Fujian consumers' willingness to buy agricultural products on the short video economy; to explore the influencing mechanisms of perceived value, perceived risk, brand trust, and purchase intention; to formulate targeted short video marketing strategies and provide valuable advice for consumers in Fujian Province to maintain a continuous purchase willingness to purchase agricultural products and improve user stickiness.

Keywords: Short Video Marketing; Consumers' Willingness; Common Prosperity

1. Introduction

Under the background of common prosperity, the quality of agricultural products and the market competition pattern have changed, which has promoted the overall upgrading of agricultural product consumption. Consumers in China's Fujian Province are mostly "rich first," and their strong purchasing power for farm products, in turn, contributes to common prosperity. Purchasing drives the sales of agricultural products, and sales go through the upgrading of the agricultural industry, thereby promoting the development of rural areas, increasing farmers' income, and continuously narrowing the gap between developed and underdeveloped regions. With the growth of the Internet, new media social platforms have risen rapidly, and short video marketing has quickly become an essential channel for agricultural product sales to seize the market with substantial traffic. For consumers in Fujian province, their income is relatively high. By watching short videos of farm products, they can obtain the psychological satisfaction of entertainment, recognize the value of agricultural products, and enhance their desire to buy agricultural products, thus affecting their willingness to accept. The influence of consumers' willingness to buy agricultural products in Fujian Province on the short video economy under common prosperity will be worth studying.

2. Theoretical Basis

2.1 Theoretical Significance and Value

From a theoretical point of view, most of the current academic research on short video marketing focuses on consumer needs, attitudes, motivations, etc., and the scope is relatively narrow. There are relatively few articles on the influence of users' purchase intention. In selecting research models, most of the literature is based on SEM and other models to study user intentions. This paper takes the consumers in Fujian Province as the research object, combines the theory of perceived value, the theory of perceived risk, and the theory of brand trust, and explores the influencing factors of consumers' willingness to purchase agricultural products in Fujian Province from multiple dimensions.

2.2 Practical meaning and value

The key to the success of short video marketing is content. Users will only selectively stay and pay attention to the content they are interested in. High-quality short video content will encourage users to participate in product brand interaction spontaneously and achieve multiplier effects with half the effort. Today, more and more successful short video marketing cases have attracted the attention of agricultural product companies. From the perspective of practical significance and value, this paper studies the internal relationship between short video marketing and consumer purchases and effectively carries out precise short video marketing. Buying willingness, guiding consumption to maximize, using short videos as a differentiated marketing tool, and cultivating one's core competitiveness have particular practical significance.

3. Understanding the Influence of Short Video Marketing on Consumers' Willingness to Purchase Agricultural Products in Fujian Province under the Background of Common Prosperity

3.1 Perceived value theory

Li; & Shang (2020)^[1] stated that perceived value is essential for consumers to make purchasing decisions. Improving customers' perceived value is crucial to the operation of agricultural product companies. Many studies have confirmed that there is a significant relationship between consumers' purchase intention and their perceived value. American management guru Drucker first proposed perceived value in the 1990s. Through his observation of the marketing environment at that time, combined with relevant psychological theories, he suggested that the customer's perception of the product's value determines whether he will buy the product. Therefore, at

the beginning of product design, agricultural product enterprises should consider the product's utility to customers. There are many related studies on the connotation of perceived value.

3.2 Perceived risk theory

Wang: et al. (2021)^[2] explored how consumers' perceived risk directly affects the consumer's willingness to purchase. The perceived risk is the most crucial factor affecting the consumer's behavioral decision-making under the consumption scenario. With the more significant the perceived risk, consumers are less willing to buy.

3.3 Brand Trust Theory

Chen: et al. (2021)^[3] stated a comprehensive concept representing consumers' overall perception of branded agricultural products. According to this, brand trust refers to the general perception and opinion of the brand formed by consumers who have learned about all the farm product brands through experience and long-term contact with the agricultural product brand and can influence consumers' purchases.

4. The Conceptual Framework for the Research Study

First Zhu: et al. (2019)^[4] defined brand image as a comprehensive symbol of product, enterprise, and social culture and a combination of consumers' brand associations. The brand line is mainly the association of the brand's characteristics during the customer's purchasing experience and product use.

Second Biel. (2012)^[5] believed that Brand image refers to the all-related imagination of the brand in consumers' minds when the brand name is mentioned. Brand image results from a comprehensive reflection of various brand components in people's minds.

5. The influence of Short Video Marketing on Consumers' Willingness to Purchase Agricultural Products in Fujian Province under the Background of Common Prosperity

5.1 Brand trust

Brand attitude is a favorable or unfavorable personal evaluation, emotional feeling, and behavior tendency that an individual keeps. Brand attitude is a total or overall evaluation of consumers of a product that has a brand.

5.2 Perceived value

It refers to customer evaluation of a particular product or service through their experience, observation, and information to evaluate if the product or service meets their expectations.

5.3 Perceived risk

Perceived risk refers to the mental cost associated with a customer's buying behavior, representing uncertainty about the future. This uncertainty will directly affect consumers' willingness to buy.

5.4 Short video marketing

Short video marketing can explain the benefits of your product and explore hidden features that your audience may not know about.

6. Conclusion

There is a lack of relevant empirical research on short video marketing in academia. In the past, research on short videos mainly focused on their development status, predicament, and consumers' willingness to accept them. There are few studies on the relationship between straightforward video content and users' purchase intentions on the platform. This research focuses on short video marketing. It is of practical significance to discuss the specific agricultural product purchase intentions methods for Fujian consumers. As a new emerging method of short video marketing, short video APP has attracted consumers' attention, especially young people, under its communication advantages and potentially influenced their purchase intentions. Through the author's empirical research, this paper shows that short video marketing impacts consumers' purchase intention of agricultural products in clothing, food, housing, and transportation, such as alcohol, clothing, automobiles, and other areas. Short video marketing provides reference significance.

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