

# Research on the Influence of Live Agricultural Products on Consumers' Intention to Repurchase: Take Mianyang, Sichuan Province as an Example

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**Abstract:** Live streaming is still an emerging industry in China, Most universities in China also do not offer relevant courses to train relevant talents, The industry has a large talent gap, As a result, some people who do not have the ability to broadcast live also went to the studio as the anchor, In addition to some local officials and villagers who personally broadcast live with goods, There are also some low quality, eloquence ability, language logic ability lack of people also live with goods, Because of their own lack of expression ability, In the short-time introduction of live streaming, Many anchors can't fully present the advantages and value of agricultural products, To a large extent, they reduce consumers' desire to buy and the intention to repurchase, Even some vulgar introduction and recommendations will affect the reputation of some brands, Bring a bad brand impression to consumers, It is not conducive to the long-term development of agricultural products sales.

**Keywords:** Agricultural Products; Live Broadcast; Consumer Repurchase Intention; Impact

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## 1. Background

Under the outbreak as if the service industry industry want to enter the live market, harvest netizens wallet, agricultural products live as a member of the new live industry show a strong vitality, from national to local to individual, subsidy investment, actively introduce eloquence good host, once became a popular live agricultural products. The year 2020 can be called the "the first year of live broadcasting". Due to the epidemic, most people stay at home. The traditional sales channels of agricultural products are blocked, and many agricultural products are facing unsalable problems. However, the preservation period of most agricultural products is relatively short, so it is urgent to expand new sales channels. In this situation, live streaming of agricultural products into people's vision. Therefore, this topic is based on the Internet environment, around the Mianyang area of Sichuan province as an example, to discuss the impact of live agricultural products broadcast on consumers' repurchase intention.

## 2. Research objectives

Analyze the economic impact of agricultural consumers' intention on repurchase.

Explore the mechanism of influence between several groups of factors.

According to the statistical analysis results, compare the importance of various factors, and formulate targeted suggestions to improve consumers' intention to re-purchase, so as to provide highly reference opinions for agricultural products enterprises to broadcast the marketing strategy of agricultural products and improve the quality of the service quality of agricultural products live broadcast.

### 3. Range of study

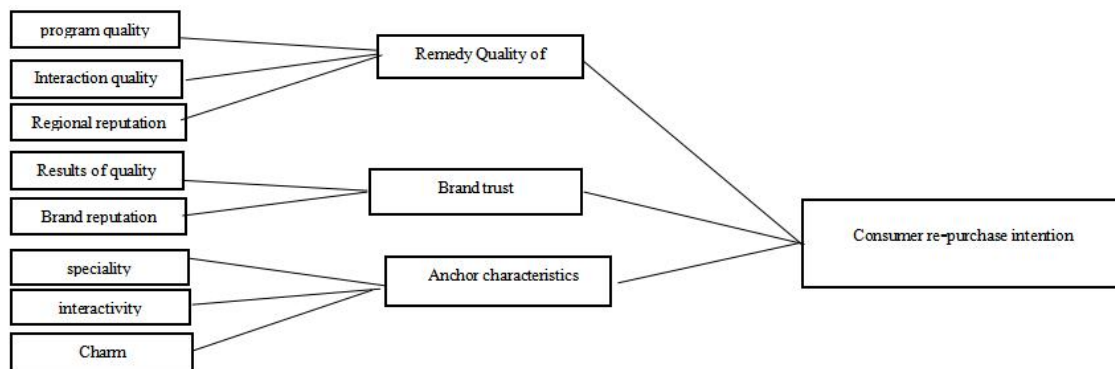
#### 3.1 Significance and value

In terms of the theoretical value. This study on the basis of the classic literature at home and abroad, from the perspective of live agricultural products, analysis of agricultural products live to consumers to purchase intention, build a can fully reveal agricultural products live to consumer purchase intention influence factor model, help to enrich brand trust theory, consumer attitude theory of related literature, enrich and enrich the existing brand trust theory, consumer attitude theory. In terms of real value. This study clarifies the influencing factors of live agricultural products on consumers' re-purchase intention, so that the existing agricultural products enterprises can better meet the market demand and provide theoretical support for consumers' re-purchase intention. This will help to enrich and enrich the existing brand trust theory and consumer attitude theory, and have certain practical value for agricultural products enterprises 'live broadcast marketing strategy of agricultural products, enhance consumers' re-purchase intention and obtain considerable economic benefits in their market.

#### 3.2 Regional demographic characteristics of the study

The population sample studied in this paper comes from Mianyang, Sichuan province, mainly with consumers in Mianyang, Sichuan province as the main body. The scope of sample collection is limited to Mianyang, Sichuan province, and the impact of live agricultural products on consumers' intention to re-purchase is investigated.

### 4. The conceptual framework of the research



### 5. Theoretical principle

Shi Chunhui (2018) studies consumers who have experienced service failure in the process of online fruit shopping and accepted the service remedy of fresh online store merchants. The program quality, interaction quality, online shopping fresh environment quality and results quality all significantly affect consumers' intention to re-purchase. Yang Juan (2012) discusses the factors affecting regional brand trust and the influence path of these factors on repeated purchase intention. Wu Yu (2021) drew on the ABC attitude model to establish an analytical framework that affects consumers' repeated purchase intention from three stages: cognition, emotion and behavior.

### 6. Correlation studies

Akir, Oriah (2015) established the relationship between attribute importance variables and interpersonal influence variables by comparing high involvement products with low involvement products. We also assume that consumer prior product knowledge is the regulatory variable between attribute importance variables and interpersonal influence variables. The cross-sectional survey method was designed to analyze the unit at the exit of the mall. The results show that the attribute importance variable and the interpersonal

influence variable have a better prediction ability of consumers with high intervention products in some product categories than those of low intervention products. However, the valence of consumer prior product knowledge in regulating the relationship between these two sets of variables is not very conclusive. Soewandi (2015) The American era of the Internet eventually transformed the company's marketing strategy from traditional to digital. As one of the digital marketing tools, social media can help companies enhance their brands. Therefore, in this study, the author wants to know the social media communication form on brand assets dimension and consumer purchase intention, the research results show that as part of the social media communication, user generated content and the company created by the brand assets dimension (brand awareness or brand lenovo, brand loyalty and perceived quality) have a positive impact. In addition, all brand asset dimensions also have a positive impact on consumers' willingness to buy. However, when eliminating the impact of the brand asset dimension is eliminated, social media communication forms will have a negative impact on consumers' purchase intention.

## Conclusion

Service remedy quality: First of all, in the process of live broadcast, consumers can watch the anchor to explain the characteristics of relevant agricultural products, while quickly finding shopping links in the screen, and consumers can also click on various red envelopes, coupons, shopping guide links and other preferential content, you can directly buy online. Secondly, the mode of agricultural products + live broadcast can better meet the various needs of consumers. Consumers can watch the detailed introduction of agricultural products and interact with businesses in the live broadcast room. Brand trust: First of all, good regional Lenovo is a strong support for the development and growth of regional brands, which can increase consumer brand trust and promote consumers' repeated purchase intention, so we must ensure a good regional environment and provide fertile soil for the growth of regional brands of agricultural products. Secondly, brand reputation is an important external clue in customers' purchase decisions. Anchor characteristics: In the process of live broadcast, anchors and consumers can directly communicate, and consumers can actively participate in the process of live broadcast with goods, put forward their own questions and opinions, and constantly adjust the sales strategy according to these opinions and suggestions, so as to obtain the maximum profits.

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