

Research on the Impact of Cultural Tourism Industry Policy on Guizhou Travelers' Usage Satisfaction

Chuanchun Tang

North Bangkok University, Bangkok 10220, Thailand.

Abstract: A new digital marketing tool that has emerged today is that social media tools for marketing promotion. Social media tools are short videos, online platforms, and influencers that shape consumers' perceptions of a brand or product through messages, photos, videos, and other updates on social media platforms. This research paper attempts to identify the effect of various attributes of social media marketing on their credibility and eventually on consumers' purchase intention in Sichuan. The research reveals that trustworthiness, closeness, interaction, perceived convenience, information, video, and service contents impact purchase intention and social presence. Also, an influencer's trustworthiness and credibility directly affect consumers' purchase intention. The three research objectives are; to explore the influencing mechanism of personal presence on consumers' intention under the new media marketing model, to study the influence mechanism of presence on influencing factors relating to purchase intention, and to suggest the improvement of the new media marketing model for agricultural product sales.

Keywords: Presence Feeling; New Media Marketing Model; Agricultural Products

1. Introduction

Based on new media's popularity, new marketing methods such as short videos and live broadcasts are emerging one after another. Because of their low cost, simple operation, and reproducibility, more farmers have flooded into the competition of new media marketing. China is founded on agriculture, and agriculture is an important part of national development and construction. Under the operation of new media, the state strongly supports "Internet + agriculture," which has contributed to the development of agricultural e-commerce. For the recent media sales of agricultural products, because there is no product selection experience, no actual texture of the product, and no brand quality assurance, most consumers are skeptical and judge whether to buy or not based on online sales and evaluation. At the same time, due to unhealthy online marketing behaviors, the fraudulent behaviors of brushing orders and evaluations have reduced consumers' trust in agricultural products and affected consumers' willingness to purchase. Under the new media marketing model, an in-depth research is worth analyzing the sense of presence to improve consumers' perceived trust and purchase intention. Therefore, this study selects consumers in Sichuan as the object to explore the influence mechanism of presence on consumers' willingness to purchase agricultural products in Sichuan.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Combining the new media marketing model, social presence theory, customer perceived value theory, and other theories, this paper focuses on the sampling area of consumers in Sichuan to discuss and analyze the influence mechanism of presence on consumers' willingness to buy agricultural products in Sichuan under the new media marketing model. It further enriches the corresponding theoretical content and has theoretical significance.

2.2 Practical meaning and value

Based on the literature analysis method, this paper summarizes and analyzes domestic and foreign scholars' research literature on the new media marketing model, social presence theory, customer perceived value theory, and factors affecting consumers' willingness to purchase agricultural products. The Sichuan area is the research scope. The questionnaire survey method is used to conduct a questionnaire survey, collect the corresponding data, and analyze the research results such as reliability and validity analysis, demographic analysis, descriptive statistics, correlation analysis, and explore the new media marketing model.

3. Understanding the Impact of Cultural Tourism Industry Policy on Guizhou Travelers' Usage Satisfaction

3.1 New Media Marketing Model

Xiao (2020)^[1] referred to e-commerce using Internet information and technology, and they are divided into (1) traditional e-commerce models, including Taobao, Jingdong, and other conventional e-commerce platforms. They are a mature e-commerce platform with high consumer shopping security and a wide variety of products, including virtual products. (2) Social e-commerce models, such as WeChat, Weibo, etc., are highly social and can be recommended to others when friends feel good or directly become a product agent to promote in social circles. Here, it is generally aimed at individual fields. Products are sold in large quantities, and the price will be more favorable than on traditional e-commerce platforms. 3. The e-commerce model of short video + live broadcasts, such as Douyin, Pinduoduo, etc., is more targeted and can almost sell many products in a short time, allowing consumers to understand the information of their products through video, live broadcast reality.

3.2 Social Presence Theory

Zhang (2020)^[2] believed that presence refers to the degree to which a person is seen as a "real person" in the process of using media to communicate and how it is related to it. Perceived degree of connection with others. It is expounded that in the process of media communication and interaction, the more verbal or non-verbal cues transmitted by the media, the higher the level of social presence so that the communicator can more strongly perceive the existence of the other party and obtain a sense of authenticity similar to face-to-face communication.

3.3 Perceived value theory

Zeithaml (1988)^[3] defines customer-perceived value as the overall evaluation of the utility of a product or service after weighing the perceived benefit of the customer with the cost of acquiring the product or service. The contribution of this theory is that it proposes two critical factors to study customer value: one is the customer's perception of the value obtained, and the other is the customer's perception of the cost paid. However, there is no precise analysis of the specific content of the factors, how to balance, and other issues.

4. The Conceptual Framework for the Research Study

4.1 New Media Marketing

Media marketing refers to marketing campaigns focusing on reaching audiences through different media channels. This can include radio stations, television networks, and online websites. Some refer to media marketing as "new media marketing" because many marketing professionals use emerging technologies such as social media platforms and mobile applications in their campaigns. Media marketing activities may involve advertisements in the form of social media posts, videos, interactive websites, and any efforts to use the media to promote the company or its products and services.

4.2 Purchase Intention

Purchase intent is the probability that a consumer will purchase a product or service. To assess purchase intent, marketers use predictive models to help identify the likelihood of future outcomes based on historical data. The modeling generally uses a core set of variables, including demographics, website engagement, past purchases, interactions with marketing messages, B2B marketing, webcasts, or event attendance.

5. The Impact of Cultural Tourism Industry Policy on Guizhou Travelers' Usage Satisfaction

Li (2017) ^[4] used the theory of interaction perception, social presence theory, satisfaction theory, and user participation willingness theory to define the key variables involved in this study and subdivide interaction perception into four categories: perceived convenience, perceived personalization, information exchange perception, and social interaction perception. The conceptual model of this study is constructed. Based on the SOR theory, the four dimensions of interaction perception are used as independent variables, social presence and satisfaction are used as mediating variables, and the continuous participation willingness of bullet screen users is used as the outcome variable to construct the influence of interaction perception on the constant participation willingness of bullet screen users.

6. Conclusion

The rapid development of Internet technology has driven the rapid iteration of e-commerce. At present, the traditional e-commerce model has reached a bottleneck. The multiple consumer groups and markets have prompted merchants to seek changes in traditional e-commerce to adapt to the current changes. The most prominent marketing promotion methods are short videos and live broadcasts. Under the vigorous promotion of national policies, the e-commerce of agricultural products has developed significantly, and sales have also increased considerably. However, many of them are not willing to buy agricultural products. The main reason lies in that consumers have too little information about agricultural products and cannot establish a sense of trust in the merchants. Likely, they will no longer buy agricultural products online, and it will be more difficult for merchants to achieve sustainable online agricultural sales.

References

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