

Research on the Factors of New Media Marketing on the Consumer Behavior of Agricultural Products

Honglei Zhu, Duchun Wang

College of Economics and Management, Northeast Agricultural University, Harbin 150030, Heilongjiang, China

Abstract:

The outbreak of COVID-19 has promoted the rapid development of the new media marketing model of agricultural products, which has greatly expanded the sales channels of agricultural products. Based on the mature Technology Acceptance Model (TAM) and the theory of Perceived Risk in the field of consumer behavior research, this paper takes the consumers who have received the new media marketing of agricultural products as the research object, and tries to construct the mechanism model of the influence of new media marketing on the consumption behavior of agricultural products. Empirical research shows that platform participation plays a leading role in perceived usefulness and perceived ease of use of agricultural products, followed by usefulness of product, logistics convenience and internet word-of-mouth. Information security plays a leading role in influencing perceived risk, followed by content credibility and platform dependence. Perceived usefulness and perceived ease of use positively affect purchase intention of agricultural products, while perceived risk negatively affect purchase intention of agricultural products. On this basis, the policy and suggestion of promoting the development of new media marketing of agricultural products in China are put forward.

Keywords: *New media marketing; Agricultural products; Consumption intention; Technology Acceptance Model; Perceived Risk.*

I. THE INTRODUCTION

The outbreak of the coronavirus epidemic in 2020 caused a huge impact on China's national economy and social development, and seriously disrupted the normal work and life of the people. The epidemic radiated all walks of life. The offline agricultural products trading market was hit hard, with most small supermarkets and farmers' markets nationwide shutting down. Seasonal fresh agricultural products in many areas seriously stalled, causing huge losses to agricultural growers. Under the pressure of the epidemic, offline agricultural products marketing activities have been transformed to online, and new media marketing activities such as live broadcast with goods, single group and online zone have greatly eased the sales problems of agricultural products. The combination of new media platforms and China's efficient logistics system has broken the usual thinking of agricultural products sales, which has surpassed the traditional agricultural products sales channels and pushed the industry to produce subversive changes.

New media marketing is a marketing method that takes the new media platform as the content communication and product purchase channel, guides the consumers' psychology, and transmits the value and concept of the product to the target audience, so as to form memories and likes, so as to achieve the ultimate goal of brand promotion and product sales. The development of new media marketing of agricultural products will certainly play an indispensable role in the process of economic recovery and development. It is of great theoretical and practical significance to strengthen research on new media marketing and explore a new development path suitable for agricultural products marketing at this stage. At present, the domestic research on the new media marketing of agricultural products has achieved some research results and formed a variety of research topics. Sun Rongyu et al.[1](2016) took Heilongjiang Province as an example to construct a development system of online marketing of measured agricultural products, and after analyzing its obstacles, proposed that enterprises should vigorously carry out online marketing, promote standardization and branding of agricultural products, and promote the construction of information-based and efficient logistics system. Lin Xiao et al.[2](2019) analyzed the factors affecting wechat marketing of Waxberry and the existing problems, and proposed to use the advantages of wechat's strong relationship network and cracking communication to conduct classified marketing of agricultural products consumers. Cao Jie[3](2021) proposed that the government and leading enterprises should play a leading role in creating agricultural products brands by analyzing the lack of integrated new media operation concept, low marketing skills at the production end and the lack of access standards for agricultural products in new media network marketing of agricultural products. However, most studies focus on the construction of new media marketing network platform and the discussion of new media marketing strategies, while there are few studies on the impact of new media marketing of agricultural products on consumer behavior. In terms of research methods, most of them are descriptive and conceptual. Quantitative studies are scarce.

Therefore, based on the technology acceptance model (TAM) and perceived risk theory, which are relatively mature in the field of consumer behavior research, this paper takes the consumers who have received agricultural products new media marketing as the research object, and tries to build a model of the influence mechanism of new media marketing on agricultural products consumption behavior. On the basis of this model, we propose the advices of new media marketing for agricultural products in China, aiming to enhance consumers' intention to participate in new media marketing and provide theoretical reference for the agricultural products market in China.

II. MODEL CONSTRUCTION, RESEARCH HYPOTHESIS AND QUESTIONNAIRE DESIGN

2.1 Model construction

The Technology Acceptance Model (TAM) was first applied to the field of information systems and computer technology by American scholar Davis[4] to predict and explain individuals' acceptance of information technology. Currently, the TAM model has been extended to the field of consumer services. It is believed that individuals receive the perceived stimulation of new products, and various external factors

influence individuals' perceived usefulness and perceived ease of use of the products, both of which affect individuals' willingness to consume at the same time, while perceived ease of use positively influences perceived usefulness in the process, and eventually individuals make the decision to accept and consume the new products. Therefore, for consumers who participate in new media marketing of agricultural products, perceived usefulness and perceived ease of use represent the perceived level of new media marketing to improve their quality of life and the ease of participation in new media marketing, respectively, both of which are positively influenced by various perceptual antecedents, including the perceived usefulness of agricultural products to consumers, the communication between agricultural consumers and marketers, and the perception of others on new media platforms. The external factors include the perceived usefulness of agricultural products to consumers, the communication between agricultural products consumers and marketers, the influence of others' evaluation of agricultural products on new media platforms and the convenience of receiving logistics packages, i.e., "usefulness of product", "logistics convenience", "platform participation" and "internet word-of-mouth". At the same time, the perceived ease of use of agricultural products consumers' participation in new media marketing affects their perceived usefulness, and these two together affect consumers' willingness to purchase agricultural products through new media marketing.

In the use and research on technology acceptance models, McFarland & Hamilton[5] argue that new variable factors can be added to the model structure to enhance the model's explanatory degree of users' behavior in accepting new technologies. The theory of perceived risk is often introduced into TAM models by scholars. The theory, which first originated from psychological theory, refers to consumers' perception of uncertainty about outcomes in purchase decisions and was first applied to the field of consumer behavior research by Harvard scholar Bauer[6]. Therefore, when exploring the factors of new media marketing's influence on agricultural products' consumption intention, the perceived risk of agricultural products consumers to new media marketing is mainly influenced by "content credibility", "information security" and "platform dependence". Content credibility refers to consumers' perceived distrust of new media marketing content; information security refers to consumers' concerns about their personal information on new media platforms; and platform dependence refers to consumers' awareness that using new media platforms to purchase agricultural products will increase their dependence on the platforms and waste their money and energy. All three positively affect the perceived risk of agricultural products consumers, and the perceived risk negatively affects the willingness of new media marketing audience to consume agricultural products.

In summary, as shown in Figure 1, this study draws on relevant research and theoretical results to construct a theoretical research model of the mechanism of the impact of new media marketing on the behavior of agricultural consumers.

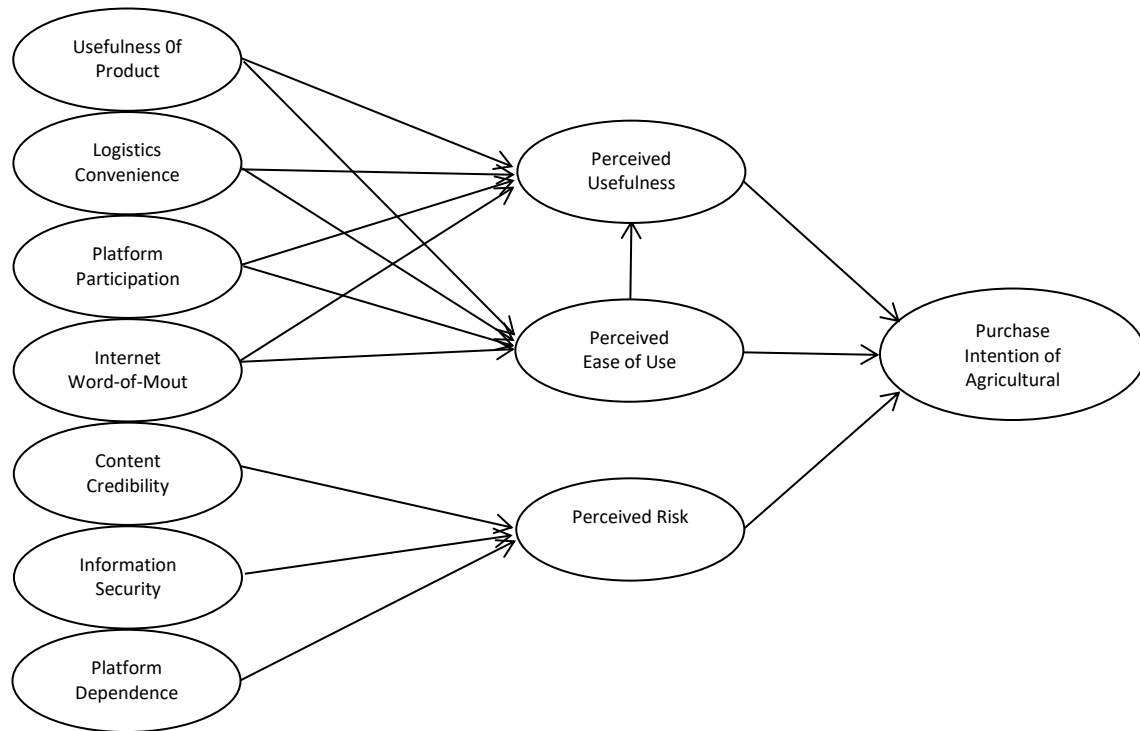


Fig.1 Influence mechanism model of new media marketing on consumer behavior of agricultural products

2.2 Research hypothesis

According to the theoretical research model proposed above, in which it is assumed that individuals' final decisions are driven by their consumption intentions, and consumers' perceived usefulness and perceived ease of use of new media marketing for agricultural products are the most important factors influencing individuals' willingness to purchase agricultural products[7] . For consumers, perceived usefulness refers to the extent to which consumers feel that new media marketing improves their quality of life, and is influenced by a variety of perceived antecedents, including the extent to which agricultural products on new media platforms are useful to them, the ease of receiving logistics packages, the degree of interaction between the two sides of the platform, and the word of mouth about agricultural products on new media networks, thus positively influencing consumers' intention to consume agricultural products on new media platforms. Based on the above study, the hypotheses are proposed.

H1: Usefulness of product positively influences consumers' perceived usefulness of new media marketing for agricultural products

H2: Logistics convenience positively affects consumers' perceived usefulness of new media marketing for agricultural products

H3: Platform participation has a positive impact on consumers' perceived usefulness of new media marketing of agricultural products

H4: Internet word-of-mouth positively influences consumers' perceived usefulness of new media marketing for agricultural products

H5: Consumer's perceived usefulness of new media marketing positively influences purchase intention of agricultural products

For consumers of agricultural products, on the other hand, perceived ease of use refers to the convenience of new media marketing activities that they perceive they can engage in. When consumers perceive that new media platforms can be used to purchase useful products, enjoy shopping, improve consumption efficiency, and facilitate the entire consumption process, this will have a positive impact on their willingness to consume agricultural products. Therefore, perceived ease of use is also influenced by the multiple perceived antecedents mentioned above, and this study proposes the following hypotheses.

H6: Usefulness of product positively influences consumers' perceived ease of use of new media marketing for agricultural products

H7: Logistics convenience positively affects consumers' perceived ease of use of new media marketing for agricultural products

H8: Platform participation positively influences consumers' perceived ease of use of new media marketing for agricultural products

H9: Internet word-of-mouth Positively Influences Consumers' Perceived Ease of Use of New Media Marketing for Agricultural Products

H10: Consumers' perceived ease of use of new media marketing for agricultural products positively influences their perceived usefulness

Meanwhile, Li et al.[8] found a significant and strong relationship between perceived ease of use and perceived usefulness, which implies that perceived ease of use indirectly influences behavioral patterns through perceived usefulness. The hypothesis was proposed that.

H11: Consumers' perceived ease of use on new media marketing of agricultural products has a positive impact on its perceived usefulness

In consumer behavior research, Perceived Risk theory is often introduced into the TAM model, manifesting itself as the uncertainty about the outcome implicit in consumer purchase decisions. For consumers of agricultural products, if they realize that the content of new media marketing is not authentic and credible, that their personal information or financial security is threatened when purchasing agricultural products. Then they perceive an increased dependence on new media platforms. The consumers perceive risks such as loss of money and time and psychological unhappiness, and their perceived degree

of risk has a negative impact on their intention to use new media. Therefore, this study includes perceived risk in the TAM model with the following hypotheses.

H12: Content credibility positively affects consumers' perceived risk of new media marketing for agricultural products

H13: Information security positively affects consumers' perceived risk of new media marketing for agricultural products

H14: Platform dependence positively affects consumers' perceived risk of new media marketing for agricultural products

H15: Consumer's perceived risk of new media marketing for agricultural products negatively affects the willingness to purchase agricultural products

2.3 Questionnaire design and distribution

This study mainly adopts a literature-based approach to select the variables and influencing factors for assessing the consumption intention of agricultural products. Based on this, mature questionnaires developed at home and abroad were used. Teachers were asked to evaluate the questionnaires. The questionnaires were evaluated, then some difficult to understand and ambiguous questions were revised. As shown in Table 1, in addition to the basic characteristics of the respondents, such as gender, age, education and annual income, the questionnaire also included "perceived usefulness", "perceived ease of use", and "perceived risk". These latent variables were created based on the variable settings of Davis' traditional TAM model [9] and the modified TAM model. Purchase intention of agricultural products were mainly borrowed from Jarvenpaa [10]. Usefulness of product, logistics convenience, platform participation and internet word-of-mouth mainly refer to the research of Chinese scholar Tang Kuiyu et al. [11], with a total of 14 questions. Content credibility, information security and platform dependence mainly refer to the studies of Lan Jianfei [12] and Jin Liyin et al. [13], with a total of 11 questions. This paper adopts the Likert 5-point scale, in which 1 means "strongly disagree", 2 means "disagree", 3 means "average", 4 means "agree", and 5 means "strongly agree".

TABLE 1 Questionnaire questions and sources

Variable	Number	Title	Reference
Usefulness of Product	UOP1	Products bought through new media platforms are as good as offline	Tang Kuiyu et al. [11]
	UOP2	The agricultural products bought through the new media platform are safer and more secure	
	UOP3	Be able to know the source of the produce I buy	
Logistics Convenience	LC1	The speed of express delivery after the order is placed can affect the purchase decision	
	LC2	I will choose a merchant that ships close to me	
	LC3	The tediousness of returning and exchanging goods will affect my purchasing behavior	
Platform Participation	PE1	Platform shows visually pleasing design	
	PE2	Browsing new media platforms is very interesting	
	PE3	Personalized push for information on produce	

	PE4	I can interact with merchants to learn about produce	
	PE5	I can interact with other consumers to learn about produce	
Internet Word-of-Mouth	IWOM1	I prefer produce recommended by family or friends	
	IWOM2	Online reviews on the site influence my purchase behavior	
	IWOM3	I will buy produce because of celebrity or Netflix recommendations	
Content Credibility	CC1	The quality of produce bought through new media platforms is not as good as expected	
	CC2	Insufficient quality of agricultural products bought through new media platforms	
	CC3	Over-promotion of agricultural information on new media platforms	
Information Security	IS1	I would be concerned about the security of funds, such as theft of passwords	
	IS2	I will worry about paying in advance on the platform and not receiving the goods	Lan Jianfei[12]
	IS3	Personal information can be used without your knowledge	Jin Liyin et al.[13]
	IS4	The platform will track my personal shopping habits	
Platform Dependence	PD1	Bought more produce through new media platforms than offline volume	
	PD2	Wasting a lot of time on new media platforms	
	PD3	Shopping can take a long time	
	PD4	Returns and exchanges are very cumbersome	
Perceived Ease of Use	PEOU1	It's easy to use new media platforms	
	PEOU2	It's easy to search for information on agricultural products	
	PEOU3	It's easy to understand the message of produce on new media	
Perceived Usefulness	PU1	Through the new media platform can provide me with quality services	
	PU2	Buying agricultural products through new media platforms can enrich life	Davis[9]
	PU3	I can buy goods cheaper than offline	
Perceived Risk	PR1	I am spending more on agricultural products	
	PR2	I spend more time buying produce	
	PR3	Using new media makes me feel physically or mentally uncomfortable	
Purchase Intention of Agricultural Products	PIAP1	I am willing to use new media platforms	
	PIAP2	I am willing to buy agricultural products through new media	Jarvenpaa et al.[10]
	PIAP3	I would like to recommend the information of agricultural products to my relatives or friends	

Due to the impact of the epidemic, this questionnaire was distributed online and sent to consumers who had used the new media marketing platform to purchase agricultural products. 1057 questionnaires were collected, and after eliminating invalid questionnaires, 844 valid samples were finally obtained, with an effective rate of 79.85%. Among the valid samples, from the gender ratio of the subjects, 40.52% were male and 59.48% were female. From the age ratio, the proportion of respondents aged 25 to 35 was the highest, accounting for 45.3% of the total number of respondents, which indicates that the consumers who bought agricultural products through new media are young. From the education ratio, the proportion of bachelor's degree was the highest, accounting for 57.3% of the total number of respondents. It indicates that the audience of consumers is generally highly educated. From the viewpoint of subjects' occupation, the proportion of corporate employees is the highest, accounting for about 35.7% of the total number of people, followed by personnel of institutions or agencies, accounting for 27.6%. From the viewpoint of monthly income, 39.6% of the subjects have a monthly income between RMB 5,000 and 8,000, while 19.9% have a monthly income between RMB 3,000 and 5,000. In addition, 41.4% of the respondents' average monthly online purchase of agricultural products accounted for 5%~10% of the online consumption expenditure. This questionnaire generally indicates that the user profile of the audience who purchased agricultural products through new media in this research showed characteristics of youthfulness, high education and middle income.

III. EMPIRICAL ANALYSIS OF THE IMPACT OF NEW MEDIA MARKETING ON CONSUMER BEHAVIOR OF AGRICULTURAL PRODUCTS

SPSS 21.0 and AMOS 21.0 software were used in this study. Cronbach's alpha coefficient method, exploratory factor analysis, and confirmatory factor analysis were first used to test the reliability of the potential variables. Then the relationships between the potential variables were tested using structural equation modeling, including the degree of fit of the structural model and the significance test of the influential relationships to verify the proposed hypotheses.

3.1 The reliability analysis

The reliability test of the questionnaire is a test of the reliability and credibility of the questionnaire, which is mainly an indicator of the true extent of the measured data based on the consistency or stability of the results obtained from the test instrument. In this study, Cronbach's α measure was used to analyze the reliability of the questionnaire, as shown in Table 2, and it was found that the Cronbach's α of each variable was greater than 0.7, indicating that the reliability level of the questionnaire was high and the scale had high internal consistency and stability.

3.2 Validity analysis -- exploratory factor analysis

Exploratory factor analysis is the most common indicator used to assess the validity of scales, in order to assess the structural validity of the scale, i.e., to determine whether the variables measuring each latent variable exhibit stable consistency and structure. The results of the analysis showed that the KMO value of the scale selected for this study was 0.912, which was significantly higher than the standard value of 0.70, and the Bartlett's sphericity test was 20192.856, with a significance level of 0.000, making it a suitable scale for factor analysis. Principal component analysis was used to filter out factors with eigenvalues greater than 1. This resulted in 11 common factors with a cumulative rotated sum of squares of 78.22%, which is greater than 60%. After rotation by the orthogonal rotation method, the 37 question options could be categorized into 11 categories of factors each with a loading higher than 0.5, indicating that the 11 factors extracted contained more comprehensive information and that there were no problems with high double factor loadings. The above analysis shows that the scale selected in this paper has good structural validity.

3.3 Validity analysis -- confirmatory factor analysis

The theory and method of confirmatory factor analysis (CFA) was first systematically proposed by the Swedish statistician J. Reskoog[14]. This method is used to check whether the relationship between a factor and a given observed variable is consistent with the theoretical relationship previously established by the researcher. The results of the validated factor model showed that the X^2/df of the model was 2.414, which is less than 3. The GFI was 0.920, which is greater than 0.8. The AGFI was 0.902, which is greater than 0.8. The NFI, TLI and CFI were greater than 0.9. The RMSEA was 0.041, which is less than 0.08.

According to the criteria of model fit indicators, the fit indicators of the model all met the requirements and the overall measurement. Therefore, path analysis was conducted. This study examined the convergent validity by construct reliability (CR) and average variance extracted value (AVE). As shown in Table 2, the factor loadings of each question item ranged from 0.711-0.913, indicating high convergent validity. The CR of each dimension was greater than the criterion of 0.7. The AVE was greater than the criterion of 0.5, indicating that there was a significant relationship between each latent variable of the scale and each indicator variable of the measure. Each variable had good convergent validity and the scale structural model converged very well.

TABLE 2 Reliability convergence validity table

Latent variables	Observation variable	CFA	CR	AVE	Cronbach's α
Usefulness of Product	UOP1	0.859	0.875	0.701	0.875
	UOP2	0.848			
	UOP3	0.803			
Logistics Convenience	LC1	0.821	0.833	0.625	0.832
	LC2	0.814			
	LC3	0.734			
Platform Participation	PE1	0.861	0.906	0.659	0.905
	PE2	0.753			
	PE3	0.735			
	PE4	0.818			
	PE5	0.882			
Internet Word-of-Mouth	IWOM1	0.844	0.894	0.738	0.893
	IWOM2	0.843			
	IWOM3	0.889			
Content Credibility	CC1	0.781	0.877	0.705	0.874
	CC2	0.881			
	CC3	0.854			
Information Security	IS1	0.861	0.911	0.720	0.911
	IS2	0.838			
	IS3	0.834			
	IS4	0.860			
Platform Dependence	PD1	0.859	0.881	0.651	0.881
	PD2	0.778			
	PD3	0.756			
	PD4	0.829			
Perceived Ease of Use	PEOU1	0.887	0.918	0.789	0.917
	PEOU2	0.913			
	PEOU3	0.863			
Perceived Usefulness	PU1	0.851	0.870	0.691	0.869
	PU2	0.845			
	PU3	0.796			
Perceived Risk	PR1	0.779	0.828	0.616	0.826
	PR2	0.779			
	PR3	0.796			
Purchase	PIAP1	0.798	0.803	0.576	0.802

Intention of	PIAP2	0.765
Agricultural	PIAP3	0.711
Products		

3.4 Structural equation model testing

Structural equation modeling is a method for conducting causality analysis, which can better compensate for the shortcomings of traditional statistical methods. Because the interactions between individual indicators and the relationship between individual indicators and the total can be clearly represented in the empirical analysis[15].

At this time, the reliability and validity of the data all met the requirements. On this basis, the structural equation model of the influencing factors of new media marketing on the purchase intention of agricultural products consumers was constructed. In order to analyze the fitting degree of the research model, the maximum likelihood method (ML) was selected to test. The fitting index were: $X^2/df=2.981$, $GFI=0.902$, $AGFI=0.884$, $NFI=0.914$, $TLI=0.934$, $CFI=0.941$, $RMSEA=0.048$. Against the fit criteria, the fit indexes of the model all met the requirements. The fit of the structural model is good, so the path of the model is analyzed.

In this study, structural equation model was used to test the influence relationship between latent variables. It can be seen from Table 3 that, from the antecedent of perceived usefulness, usefulness of product, platform participation and internet word-of-mouth had a significant positive influence on perceived usefulness, with β coefficients of 0.157, 0.204 and 0.165, respectively, and significance P values were all less than 0.001. Therefore, H1, H3 and H4 are valid. Perceived ease of use has a significant impact on perceived usefulness ($\beta = 0.239$, $P < 0.001$), and H11 is valid, while logistics convenience has no significant impact on perceived usefulness ($\beta = 0.046$, $P > 0.05$), and H2 is not valid. From the antecedents of perceived ease of use, usefulness of product, logistics convenience, platform participation and internet word-of-mouth all have a significant positive impact on perceived ease-of-use, with β coefficients of 0.13, 0.216, 0.311 and 0.164, respectively. So H7, H8, and H9 are established. The interaction of agricultural consumers on the platform of new media marketing is the main factor, which has the largest direct effect on perceived usefulness and perceived ease of use, followed by usefulness of product, logistics convenience and internet word-of-mouth. It is not difficult to explain that the epidemic makes a large number of people stay at home, and the frequency and time of using cell phones and new media platforms are greatly increased. So the new media marketing content with participation and interactivity meets their social emotional and leisure entertainment needs, and the audience perceives the usefulness of new media marketing to enrich their lives and meet their spiritual needs very strongly. While others' agricultural products on new media platforms The evaluation influence of others on agricultural products on the new media platform can improve consumers' trust in the marketing content, thus positively influencing the perceived usefulness. The usefulness of the products can meet the material needs of the new media audience for agricultural products, which has a positive influence on the perceived usefulness.

Among the perceived antecedents affecting usefulness, the path of logistics convenience on perceived usefulness failed the test. It is attributed to the rapid development of China's logistics system in the last decade, which has structured a very developed logistics and transportation system, and the logistics quality and transportation time can be guaranteed. Moreover, although the agricultural products sold online are large items, sellers can generally provide package shipping services. So consumers are not sensitive to the perceived convenience of agricultural products logistics, and this path fails the test.

In terms of the antecedents of perceived risk, content credibility, information security and platform dependence have significant positive effects on perceived risk with β coefficients of 0.133, 0.341 and 0.262, respectively, with significance p-values less than 0.001, so H12, H13 and H14 hold. The main reason affecting consumers' use of new media platforms to purchase agricultural products is concern about information security, followed by content credibility and platform dependence. The rapid development of the new media industry has exposed the insecurity of user information, and the use of big data technology has also made it easy to track users' personal habits. Since consumers' demand for agricultural products is less elastic and does not change significantly in a certain period due to changes in the price of agricultural products, the continuous tracking of consumer behavior by marketers can strongly cause negative emotions in consumers. In addition, due to the extensive cultivation of agricultural products, regions lack clear quality standards for agricultural products, including production standards such as size, appearance, freshness, and safety standards for the use of chemical substances such as pesticides, preservatives, and antiseptics. So the problems of substandard and exaggerated propaganda often occur in the marketing of agricultural products, making the perceived risk of the new media marketing audience increase and ultimately reducing their willingness to consume agricultural products.

In terms of the factors affecting the purchase intention of agricultural products, perceived usefulness, perceived ease of use and perceived risk all have significant positive effects on the purchase intention of agricultural products, with β coefficients of 0.271, 0.176 and -0.269, respectively, with significant P values less than 0.001, so H5, H10 and H15 hold. Among them, perceived usefulness has the greatest impact on the purchase intention of agricultural products, followed by perceived risk and perceived ease of use.

TABLE 3 Path test of structural equation model

Hypothesis	Hypothetical path	Coefficient β value	S.E.	C.R.	Significance P-value	Test results
H1	UOP→PU	0.157	0.042	3.749	***	Pass
H2	LC→PU	0.046	0.04	1.289	0.197	Failure to pass
H3	PE→PU	0.204	0.034	4.801	***	Pass
H4	IWOM→PU	0.165	0.04	4.073	***	Pass
H5	PU→PIAP	0.271	0.045	6.08	***	Pass
H6	UOP→PEOU	0.13	0.046	3.178	0.001	Pass
H7	LC→PEOU	0.216	0.044	6.245	***	Pass
H8	PE→PEOU	0.311	0.037	7.739	***	Pass
H9	IWOM→PEOU	0.164	0.044	4.168	***	Pass
H10	PEOU→PIAP	0.176	0.038	4.125	***	Pass
H11	PEOU→PU	0.239	0.036	5.833	***	Pass
H12	CC→PR	0.133	0.038	3.404	***	Pass
H13	IS→PR	0.341	0.028	8.294	***	Pass
H14	PD→PR	0.262	0.027	6.925	***	Pass
H15	PR→PIAP	-0.269	0.048	-6.595	***	Pass

Note: ***, **, and * indicate significant at 1%, 5%, and 10% statistical levels, respectively.

IV. CONCLUSIONS AND RECOMMENDATIONS

4.1 Strengthen marketer capacity training

Compared with traditional offline marketing, new media marketing lacks experience but is more interactive. Therefore, how agricultural products marketers can effectively interact with marketing audiences is the main factor affecting the willingness to purchase agricultural products. As the main force of selling agricultural products, professional anchors master diverse technologies such as image processing, video editing and data visualization, but they do not know well about the production process of agricultural products and agricultural market. Because the relevant training is not enough, they cannot give the audience complete product information in the marketing process. It is difficult to form an intuitive and realistic feeling and evaluation of agricultural products[16]. Therefore, for the technical personnel specialized in new media marketing of agricultural products, before formally carrying out marketing, marketers should accept certain training work to fully understand the key information such as brand culture, development history and product situation, so as to be more in line with the product itself and highlight its own characteristics in the process of subsequent output marketing content. In addition, marketers should have personal experience of eating and picking, so that they can have more intuitive and realistic feelings and evaluation of agricultural products, and be able to infect audiences in the process of interacting with them. The consumers can have a sense of proximity and participation. They will enhance their willingness to consume agricultural products.

4.2 Play the role of government regulation and guidance

The orderly development of the new media marketing industry for agricultural products is inseparable from the comprehensive and integrated supervision of the industry, platform and market by government agencies. First of all, the government's rule of industry supervision should be adapted to local conditions, combined with local characteristics. The government should launch corresponding agricultural products online marketing management methods for agricultural products and set up an industry association related to agricultural products new media. The government must supervise and manage situations such as exaggerated marketing propaganda, false traffic data such as viewing volume and amount of goods brought in marketing. Secondly, in view of the possible problems and risks of reckless use of user information by new media platforms, the government should strengthen the supervision of platform information, clarify the rights and responsibilities of all participants through corresponding regulations, establish a credit risk assessment system for platforms, and further implement a green and smooth mechanism for consumer complaints reporting. Finally, the government or industry association should set quality and safety standards for characteristic agricultural products according to the characteristics of the region's agricultural products, improve the standards for access to agricultural products, and guarantee the quality and safety of the region's characteristic agricultural products, so as to prevent the disturbance of the market by low-quality agricultural products.

4.3 Use regional culture and green marketing models

For the marketers of agricultural products, by continuously exploring the new media marketing mode and improving the perception of usefulness and ease of use of new media marketing by the consumers of agricultural products, the habits of consumers can be formed. First of all, the production process of agricultural products has strong regional characteristics, so regional culture has always been the focus of agricultural products marketing. The new media culture marketing of agricultural products is precisely the combination of regional culture and its own personalized positioning brand characteristics. Relying on the word-of-mouth effect of local people, the new media platform can form word-of-mouth users by making full use of the communication characteristics of the new media platform and its wide influence. At the same time, agricultural products with regional characteristics not only bring a strong sense of identity to local people, but also play a positive role in promoting the spread of regional culture. Secondly, marketers can make use of the advantages of real-time communication and interaction of new media to carry out green marketing and effectively display the production and cultivation process and sales information of agricultural products. The green awareness conveyed in production, packaging, transportation and retailing can significantly improve consumers' favorability towards agricultural products brands and increase the willingness of new media audiences to consume agricultural products.

REFERENCES

- [1]. Sun Rongyu, Wang Duchun, Wang Baoxiang. Construction and application of the evaluation index system of the development level of agricultural products online marketing--Heilongjiang Province as an example[J]. Heilongjiang Animal Husbandry and Veterinary Medicine,2016(14):25-30.
- [2]. Lin Xiao,Xu Bifang. Research on the WeChat marketing strategy of special agricultural products--Example of Xianju plum[J]. Science and Technology Economic Market,2019(09):96-98.
- [3]. Cao Jie. Research on innovation of agricultural products online marketing strategy from the perspective of new media[J]. Agricultural Economics,2021(05):127-129.
- [4]. Davis F D, Bagozzi R P, Warshaw P R. User acceptance of computer technology: A comparison of two theoretical models [J]. Management Science, 1989, 35(8): 982-1003.
- [5]. McFarland D J, Hamilton D. Adding contextual specificity to the technology acceptance model [J]. Computers in Human Behavior, 2006, 22(3): 427-447.
- [6]. Bauer R A. Consumer behavior as risk taking in Hancock. R S(Ed),Dynamic Marketing for a Changing World[A].Proceeding of 43rd Conference of the American Marketing Association,1960:389-398.
- [7]. Liu Lei,Shi Xiaoqiang. The mechanism of influencing sports tourism consumption behavior in the context of the new crown pneumonia epidemic-an empirical analysis of the MOA-TAM integrated model based on the S-O-R framework[J]. Journal of Tourism,2021,36(08):52-70.
- [8]. Li Yuanquan,Qi Jiayin,Shu Huaying.sssReview of Relationships Among Variables in TAM[J].Tsinghua Science and Technology,2008(03):273-278.
- [9]. Davis F D. Perceived usefulness, perceived ease of use, and user acceptance of information technology[J]. Management Information Systems Quarterly, 1989, 13(3): 319-339.
- [10]. Jarvenpaa S L,Tractinsky, Vitle M. Consumer trust in an internet store[J]. Information Technology and Management,2000, 1(1/2): 45-71.

- [11]. Tang Kuiyu, Ni Shiwei. The way of online consumption based on e-commerce[J]. Journal of Ocean University of China (Social Science Edition), 2003(01):90-92.
- [12]. Lan Jianfei, Bao Zhengde, Hou Ling. An analysis of the impact of new media marketing on consumer behavior[J]. Diet Science, 2018(12):288+290.
- [13]. Jin Liyin. Employee communication behavior and customer response in service contact-an empirical study in the perspective of emotional infection[J]. Economic Management, 2008(18):28-35.
- [14]. Hu Zhongfeng, Mo Lei. On the integration of factor analysis methods[J]. Psychological Science, 2002(04):474-475.
- [15].]Liu Xiaojun, Liu Lang, Fu Hanliang. A study on factors influencing urban residents' recycled water reuse behavior based on TAM and perceived risk[J]. Ecological Economics, 2020, 36(06):102-106.
- [16]. Wei Miao. Marketing mode and optimization strategy of special agricultural products in the context of new media[J]. Agricultural economy, 2021(09):135-137.