

Research on the Influence of Agricultural Products Brand Story on Consumers' Purchase Intention Under the Background of Social New Retail

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Abstract. Under the background of the trend of social new retail, based on narrative transmission theory, this study collects 208 samples by questionnaire, integrating social media interaction and consumers' purchase intention, and analyzes the conditional process of brand stories affecting how to affect consumers' purchase intention by hierarchical regression method. The result shows that brand story has a positive impact on consumers' purchase intention, and this process is realized through the intermediary of narrative transmission. Social media interaction negatively regulates the relationship between brand story and consumers' purchase intentions. Finally, according to the research conclusion, it is suggested that enterprises and marketers pay attention to the role of brand story, make full use of various social media platforms, tell excellent brand stories, increase emotional resonance, and promote consumers' purchase intention.

Keywords. brand story, interactivity of social media, consumers' purchase intention

1. Introduction

Social New Retail is a new model derived from e-commerce platforms, which reinvents the elements of people, goods, market, and circle of friends, and derives a new business model with social circle as the core, and is committed to expanding brand content in the social circle. It is a mode for enterprises to open up online and offline, realizing seamless connection between online and offline scenes, enabling online sales to provide user experience of physical store and physical stores to connect online information and logistics. At the same time, we will realize the deep integration of social economy and new retail, and create a new retail ecosystem that constantly optimizes user experience and meets differentiated needs. How should agricultural products brands develop under the background of new social retail? As a big agricultural country, China's agricultural products market has changed from seller's market to buyer's market, and the competition among agricultural products has deepened to the brand level. Brand is an important resource for

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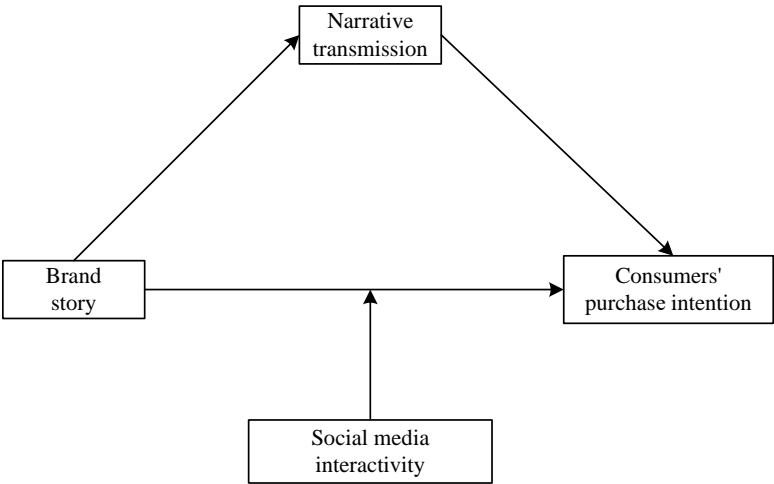


Figure 1. Theoretical model diagram

enterprises to participate in competition and an important business card for the country to show its image to the outside world. In addition, in the Internet age, the amount of information is overloaded, the channels of information collection are increasingly abundant, and the speed of communication has achieved a qualitative leap. Consumers have lost their focus and interest in traditional advertisements and empty and sensational slogans. Consumers' demand and behavior for agricultural products are more differentiated [1].

Compared with other products, the online marketing of agricultural products is more challenging, and it is very important to understand consumers' reaction to the brand promotion of agricultural products [2]. Related researches show that brand story can establish a connection between consumers and brands [3], and transmitting brand story can strengthen the connection, thus generating positive attitudes and higher purchase intention [4]. Therefore, agricultural products enterprises should be good at telling stories (telling story of farmers, landmark products, cultural tourism, and world heritage in combination with agricultural products) when providing products and services, and tell them with the greatest communication effect-moving people with emotion, touching people with reality, arousing the resonance of target users, feeling the connotation of brands, establishing brand loyalty of customers, conveying strong brand values, and online comments, sharing and recommendation, etc., which can make agricultural products enterprises establish a stable connection with consumers. Narrative forms enhance traffic and intentions, and immerse themselves in story, thus having a positive impact on consumers' purchasing intentions [3]. Narrative persuasion can take place in the context of consumer reviews, and the process is the same as hypothetically.

Based on this, this study constructs the relationship model between brand story and consumers' purchase intention under the background of new social retail, and explains its internal mechanism, so as to provide relevant suggestions for agricultural products enterprises and marketers under the background of new social retail, as shown Figure 1.

2. Theoretical Basis and Research Hypothesis

2.1. *Brand Story and Consumers Purchase Intention*

With the increasing power of consumers, people participate in brand story through social media, which attaches great importance in improving brand awareness, image, and loyalty. Storytelling is in every corner [5]. Therefore, marketers need to better understand the value of brand story [6]. The positive psychological persuasion process of brand story to consumers is explained with narrative transmission theory and narrative persuasion theory. Firstly, consumers are brought into the story to get an immersive experience and will change their attitudes and behaviors because of empathy, which is manifested in their story-consistent attitude and story-consistent intention. An attractive brand story can change consumers' positive attitude towards the brand and persuade consumers to purchase. The research shows that the influence of brand story with different attractiveness on consumers' brand attitude is different, and the influence of brand story with high-quality story content on brand attitude is more significant. Obviously, brand story has a positive impact on consumers' brand attitudes. Therefore, the following assumption can be made:

H1: Brand story will positively affect consumers' purchase intention

2.2. *Mediating Function of Narrative Transmission*

The foundation of telling a good brand story is the story itself. Excellent agricultural product brand story that conforms to enterprise values and beliefs is the premise of narrative transmission.

When individuals are "transported" in some way, they are completely immersed in the story, and the changes after returning to the real world are mainly reflected in the changes in thinking levels such as beliefs and attitudes. Marketing research also responds to this view, and holds that the key to improving consumers' pleasure lies in making consumers reach a focused psychological state, narrative transmission state, so that consumers can have positive emotions and involvement and enhance consumption experience. At present, there are also studies focusing on the follow-up influence of narrative transmission, such as repeated exposure, information search, memory, emotional change, social sharing behavior, etc., in order to maintain continuous interaction with consumers and further strengthen consumers' attitudes and behaviors. The stronger the relationship between consumers and brands, the stronger their willingness to spread online word of mouth. Enterprises pass on brand image and concept to consumers through brand story, cultivate consumers' brand emotion, and make them form preferences according to their cognition and perception of brands before purchasing goods or services.

H2: Narrative transmission mediates between agricultural brand story and consumers purchase intention

2.3. *Interactive Regulation of Social Media*

In the era of more and more active social media, establishing and maintaining a stable relationship between enterprises and consumers is the top priority of marketing [1]. The interaction between consumers and enterprises is faster, and positive interaction with consumers can achieve the purpose of promoting communication and purchase. As con-

sumers, they also have more channel choices and greater initiative to spread product use and experience [7]. Consumers' access to content and information related to brand story in social media will interfere with consumers' views on brands and brand story, and the interference effect may be affected by consumers' social media interactivity [8]. The consumers' social media interactivity is measured from two dimensions: online comment, forwarding and sharing, or recommendation. Advertisements and information from brand will make consumers have positive associations with brand, which means that the difference of stimulation brought by brand story to consumers will be relatively small. Therefore, the following assumption can be made:

H3: Social media interactivity moderates the relationship between brand story and consumers' purchase intention, that is, social media interactivity weakens the influence of brand story on consumers' purchase intention.

3. Research Method

3.1. Variable Surveying

3.1.1. Brand Story

This study focuses on the brand story, mainly from the story of the event and characters of two aspects of the characteristics to measure the attitude of the characters and the authenticity of the event, adapted from the Escalas [9] research scale.

3.1.2. Narrative Transmission

Narrative transmission has the ability to connect consumers and brands [6]. The research results show that narrative transmission is positively correlated with advertising goodwill, and story trigger more favorable emotional reactions of audiences, and have a certain impact on audiences' willingness to share product information through word of mouth [10]. Narrative transmission can be measured by the Transportation Image Model (TIM) scale, which investigates two factors related to transmission degree: image ability and absorption tendency [11]. Image ability is defined as the ability of consumers to visually rehearse scenes through psychological images without imposing stimuli. Absorption tendency is defined as the reader's absorption of story content [11].

3.1.3. Social Media Interactivity

The measurement angle of social media interactivity is mainly based on two dimensions summarized by Ye qing (2013) and Su Qisheng (2015) according to the existing research and actual situation when conducting social media research: online comment, forwarding and sharing. The dimension of forwarding and sharing is measured with reference to the scale developed by Spannerworks (2007), and the dimension of participating in comment is measured with reference to the scale developed by Chen Shunlin (2007). This measurement dimension division and way have been tested by many scholars, which not only has been verified theoretically, but also conforms to the use of social media and the reality of our country.

3.1.4. Consumers' Purchase Intention

Purchase intention refers to the possibility of consumers' purchase intention specific products [12]. The measurement of purchase intention mainly refers to the measurement of consumers' purchase intention by Bauer [1], and the scale adopts the measurement method of one-dimensional and Likert five-level scale.

3.1.5. Control Variable

In order to avoid irrelevant variables interfering with the causal relationship between variables, the gender, age, educational attainment (EA), occupation, and disposable income/month (DIM) are selected as the control variables.

3.2. Samples and Data

Questionnaire survey is used to collect data. Use the questionnaire star to design the questionnaire and fill in the instructions, and send the link of the questionnaire through mobile internet tools such as WeChat and QQ. Necessary control should be carried out on the questionnaire collection process, including restricting each IP from submitting questionnaires repeatedly, and not allowing the submission of incomplete questionnaires. A total of 208 questionnaires were collected, of which 189 were valid, with an effective rate of 90.87%. In the sample, there is men accounting for 66.10%, 19-25 years old accounting for 76%, and junior college or above accounting for 98.30%. From the overall distribution of samples, the samples collected in questionnaire have certain rationality and can be used to represent the research object.

4. Data Analysis and Results

4.1. Common Method Deviation Test

Because the four variables of brand story, narrative transmission, social media interactivity, and consumer' purchase intention come from the same source, there may be common method bias in the data. Harman single factor test was used to test the severity of deviation of common methods. The results show that the variance of the first factor interpretation is 39.586%. The interpretation rate of the first factor variance is below 50%, and shows that the deviation problem of the common method is not serious.

4.2. Descriptive Statistics

Table 1 shows the mean value, standard deviation, and correlation coefficient of control variables and key variables. The results indicate that there is a significant positive correlation between brand story and consumers' purchase intention ($r = 0.717$, $p < 0.01$), and narrative transmission is significantly positive correlation with brand story ($r = 0.616$, $p < 0.01$) and consumers' purchase intention ($r = 0.607$, $p < 0.01$).

Table 1. Descriptive statistics and correlation analysis results of variables

	Gender	Age	EA	Occu- pation	DIM	PI	BS	NT	SMI
Gender	1								
Age	0.098	1							
EA	-0.168	-0.143	1						
Occu- pation	-0.089	0.209	-0.648**	1					
DIM	0.1	0.342**	-0.291*	0.431**	1				
PI	0.038	0.205	0.058	-0.076	0.118	1			
BS	-0.019	0.221	-0.012	0.04	-0.055	0.717**	1		
NT	0.042	0.116	-0.097	0.082	0.135	0.607**	0.616**	1	
SMI	-0.129	0.097	0.033	0.047	0.129	0.587**	0.579**	0.639**	1
MEAN	1.34	2.27	3.47	2.03	1.68	3.706	3.797	3.78	3.686
SD	0.477	0.582	0.537	1.485	0.88	0.678	0.836	0.773	0.765

Remark: ** At 0.01 level (double tail), the correlation is significant. * At 0.05 level (double tail), the correlation is significant.

4.3. Hypothesis Testing

The hierarchical regression analysis was used to test the intermediary hypothesis, and the results are shown in Table 2. After adding control variables, brand story has a significant positive impact on consumers’ purchase intention ($M4, \beta = 0.884, p < 0.01$), so H1 has been verified by data. By testing the intermediary role of narrative transmission, brand story has a significant positive impact on narrative transmission ($M2, \beta = 0.723, p < 0.01$), and narrative transmission positively affects consumers’ purchase intention ($M5, \beta = 0.712, p < 0.01$), and so H2 has been verified by data. To test the moderating effect of social media interaction, social media interaction can weaken the difference of the influence of brand story on consumers’ purchase intention ($M9, \beta = -0.057, p < 0.01$).

To further verify the mediating effect of narrative transmission, the PROCESS plugin was used to examine the significance of the mediating effect, and the number of replicate samples was set at 5,000. The analysis showed that the indirect effect of brand story on consumers’ purchase intention through narrative transmission is 0.1670, with a 95% confidence interval of [0.0650, 0.3191], and the confidence interval did not include 0, that is, the negative emotion mediating effect is significantly present, and H2 is again validated.

The influence of brand story on consumers’ purchase intention is interactively regulated by social media in H3. After controlling the related variables, it can be seen that there is a negative effect from Model 8 in Table 2, ($M9, \beta = -0.057, p < 0.05$), which indicates that there is a moderating effect of social media interaction. In order to better explain the relationship between moderating effects, a simple slope analysis is used to draw a moderating effect diagram. As shown in Figure 2, social media interaction will weaken the influence of brand stories on consumers’ purchase intention.

Table 2. Mediation effect test

	NT					PI			
	M1	M2	M3	M4	M5	M6	M7	M8	M9
Gender	0.064	0.021	0.087	0.034	0.055	0.029	0.087	0.034	0.053
Age	0.306	0.030	0.331	-0.007	0.110	-0.014	0.331	-0.007	-0.021
EA	0.112	-0.039	0.130	-0.054	0.088	-0.045	0.130	-0.054	-0.044
Occu- pation	-0.034	0.093	0.024	0.131	-0.016	0.110	-0.018	-0.141	-0.144
DIM	0.038	0.205	0.058	-0.076	0.118	-0.097	-0.024	0.131	0.127
BS		0.723**		0.884**		0.720**		0.884**	0.757**
NT					0.712**	0.227**			
BS*SMI									-0.057*
R2	0.098	0.539	0.121	0.781	0.579	0.805	0.121	0.781	0.793
ΔR2	0.098	0.441**	0.121	0.660**	0.558**	0.024*	0.121	0.660**	0.003*
F	1.150	10.130**	1.465	30.921**	14.587**	30.031**	1.465	30.921**	23.895**

Remark: ** At 0.01 level (double tail), the correlation is significant. * At 0.05 level (double tail), the correlation is significant. The coefficients in the table are standardized coefficients.

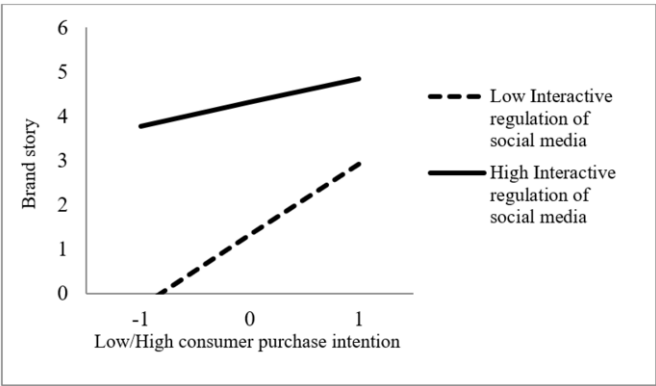


Figure 2. Interactive adjustment diagram of social media

5. Conclusion

This study explores the influence of brand story on consumers’ purchase intention based on narrative transmission theory. The hypotheses are tested by empirical method. The results show that brand story can promote consumers’ purchase intention, and at the same time, they are influenced by the intermediary role of narrative transmission and the interactive adjustment role of social media. Therefore, enterprises and marketers should pay attention to brand story, create excellent brand story, make full use of social media means, increase good brand story, and effectively promote consumers’ purchase intention.

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