

Research on the Impact of Agricultural Products' Social Media Interaction on Consumers' Purchase Intentions

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Abstract. In the digital economy era, social media's influence on customers' purchase intentions is steadily growing due to its increased interactivity for agricultural products. This paper utilizes the following steps: first, it examines relevant literature regarding the relationship between social media and consumers' intention to purchase agricultural products; second, it analyzes the current state of development and issues surrounding this relationship; finally, it uses the SWOT and PEST analysis models to discuss the current state of affairs and issues surrounding this relationship. Lastly, several solutions and recommendations are provided to improve communication, boost product sceneries, foster an experience-first environment, reinforce engagement, and raise the standard of information sharing.

Keywords: agricultural products; Social media interactivity; Consumer's purchase intention.

1. Introduction

In recent years, relevant policies to expand rural consumption have been continuously introduced from the central government to the local government, focusing on increasing bulk consumption, developing a county-level commercial system, connecting the county-level rural e-commerce system, improving express logistics and distribution, and encouraging green consumption. The benefits of expanding rural consumption policy are increasing. The "14th Five-Year Plan" explicitly states that "giving priority to the development of agriculture and rural areas, comprehensively promoting rural revitalization" and "accelerating the construction of digital villages" indicate that China's rural construction has entered a new stage of digital drive. The promise of the rural digital economy will soon be realized as a result of the ongoing development of the digital infrastructure in rural regions. Digital consumption is becoming more widespread and influential, and rural residents are adopting more digital lifestyles.

New forms of rural industries are continually emerging as a result of improved digital infrastructure and multi-party regulations. This accelerates the digital transformation of rural production firms and fosters the rapid growth of rural e-commerce. Nearly three-quarters of all internet stores in the country were rural by the end of 2021. There were 348 million mobile phone subscribers in rural areas. The most popular app categories among rural users in terms of usage rate are social networks, financial management, live video, mobile shopping, and travel, all of which have a user base of more than 250 million. The aforementioned data indicates a progressive improvement in China's agricultural products' social media interaction in recent years.

The National Development and Reform Commission released the "Measures on Restoring and Expanding Consumption" in July 2023 in an effort to optimize system and policy design in order to meet people's increased consumption demands and unleash their potential. The fourth meeting of the Central Committee of Finance and Economics, held in February 2024, highlighted the need to guide and encourage a new round of large-scale equipment upgrades and consumer goods trade-ins, as well as the importance of accelerating product upgrading in fostering high-quality development. The Commerce Minister, Wang Wentao, emphasized that trade-in should serve as an efficient means of demonstrating that "it is easier to get rid of the old and more willing to change the new". The regulations above indicate that in recent years, the Chinese government has actively implemented initiatives to increase citizens' consumption demand, which has a significant impact on encouraging customers' willingness to spend.

Given the foregoing context, customer intention to purchase agricultural products may be influenced by social media interactions. Based on the analysis above, this paper will first elaborate

on the pertinent literature regarding the relationship between consumers' purchase intentions and agricultural products social media interaction. It will then introduce the development status and current issues surrounding these relationship issues. Finally, it will use the PEST and SWOT analysis models to discuss the issues at hand and the status quo surrounding these relationship issues. Finally, it will offer appropriate solutions and recommendations based on the information presented above.

2. Literature review

2.1 Research on the development of social media interaction of agricultural products.

According to Zhang Ju (2023), social media interactivity is the extent to which social media platforms allow for the reciprocal sharing of ideas and information. Customers can communicate with brands through social media platforms, but they can also share content and discuss products with other customers.

Gao Xiaodong (2020) believes that in the information age, many enterprises use social media network marketing in their commodity sales. For China, which is rich in agricultural resources and has many kinds of agricultural products, it has already sold related products in the main e-commerce platform, built its own brand, and promoted the development of agriculture and related industries. At present, Taobao has set up a special agricultural product sales section, and Nongbaobao and Nongbaowang have also developed proprietary mobile phone software, while WeChat and Weibo, which have hundreds of millions of users, have a higher status in the hearts of many farmers, and publish and sell agricultural products through various social media. Today, with the gradual maturity of social media marketing model, it has broken the previous restrictions that the sales channels of agricultural products are not wide and the sales efficiency is not high. Farmers or enterprises can expand the market, find business opportunities, build brand image and create huge economic benefits. Social media marketing has the characteristics of both communication and marketing. In today's marketing model, it pays more attention to social media marketing, brings users a good experience with its good interactivity, and pays more attention to customers' feelings. Using this sales model has the advantages of low marketing cost and strong interactivity, which has an important role in promoting the sales of agricultural products in China.

2.2 Studies on the state of development and issues pertaining to customers' intent to buy.

According to Feng Jianying et al. (2006), willingness is the subjective likelihood that a person would engage in a particular conduct. This idea is expanded upon by the chance that customers will engage in a particular purchasing behavior.

After a thorough review of the literature, it is discovered that the following topics are typically included in academic studies on consumers' purchasing intentions:

(1) Studies on how customer attitudes affect buying intentions. The emotional degree of agreement or disagreement with a stimulus is referred to as an individual's attitude. Psychology holds that an individual's attitude toward things influences his desire to act.

(2) Research on the intention to buy depending on the highest perceived value. Once customers have considered the costs and benefits of acquiring products, they can determine the overall utility of those items, which is known as perceived value. Customers will select the scheme with the most perceived value while making selections, as there is a positive association between perceived value and buy intention.

(3) Research on the intention to buy depending on the least amount of perceived risk. A sort of "reverse decision principle" is to pursue the minimization of perceived risk, and academics cited by Bauer contend that when it comes to making a purchase, customers will select the plan with the lowest perceived risk.

(4) Purchase intention research grounded in planned behavior theory. Ajzen proposed the Theory of Planned Behavior in 1991. Its primary use at first was in the prediction of social behavior in humans. Marketing has started to use analysis and prediction of rational consumer behavior in recent years.

The theory of consumer planning behavior consists of four levels: consumer behavior at level one, consumer willingness to buy at level two, factors influencing the consumer's willingness to buy at level three, and an analysis of the factors influencing the aforementioned attitudes and "rules" judgment at level four, which varies depending on the product.

2.3 The impact of social media engagement on consumers' propensity to buy

Through empirical research, Yang Xingjun et al. (2022) discovered that five dimensions — corporate popularity, fan interaction, content quality, promotional activities, and online comments — have a major influence on customers' perceived value and intention to buy. Furthermore, the five dimensions have an adverse effect on perceived risk, which in turn has an adverse effect on consumers' intention to make a purchase. According to Liu Yuya and Zhang Zhifeng (2022), consumers' propensity to purchase items is positively correlated with their perceived trust in interactive objects and the interaction process.

In a thorough investigation of the e-commerce of agricultural products, He Dehua et al. (2014) discovered the following: firstly, customers' desire to purchase fresh agricultural items online was strongly influenced by their expectations for product quality and safety. Second, the degree to which consumers are willing to purchase agricultural products online is greatly influenced by the wealth of information offered by websites. Customers believe that their propensity to purchase fresh agricultural items online increases with the quality of the information websites offer. Finally, customers' expectations of packaging and logistical services have no discernible impact on their desire to purchase fresh agricultural items online. Thirdly, customers' expectations of price discounts have no discernible impact on their willingness to purchase agricultural products online.

3. The development status and problems of social media interaction of agricultural products and consumers' willingness to buy

3.1 the development status and problems of social media interaction of agricultural products

4.1.1. The development status of social media interaction of agricultural products

In the digital age, social media platforms such as Tik Tok have strongly promoted the rapid development of social media interactivity of agricultural products. Tik Tok Platform actively contributes to rural economic and social development under its unique social model and content creation ecology. In December, 2023, the Rural Economic Research Center of China's Ministry of Agriculture and Rural Affairs, together with Tik Tok Public Welfare, published 14 typical cases of rural development in the digital age. Among them, the "E-commerce chapter" took Fujian Edible Fungus Industry Belt, Dr. Yang's "Southern Anhui Chicken" brand and Yinshan Youmai traditional agricultural enterprises as examples, and discussed the market-oriented transformation of rural characteristic industries, the development of agricultural products varieties, quality and brands, and the digital upgrading of traditional leading enterprises with the help of global interest e-commerce. Yang Muwang, who founded the brand of "Dr. Yang Minnan Chicken", explored the new consumption of agricultural products with the help of the global interest e-commerce platform, which promoted the development of varieties, quality and brands of agricultural products. At present, he has 30 alpine farms in southern Anhui, and his products are sold to many places in the country.

In the Internet era, many traditional enterprises are also trying to find their own digital upgrade path. Yinshan Youmai is a traditional agricultural enterprise located in Wulanchabu, Inner Mongolia. In recent years, Yinshan Youmai has set up a professional e-commerce team, and company managers have also taken the initiative to participate in the public welfare training of Tik Tok Rural Business School for entrepreneurs in the fields of agriculture, rural areas and farmers in China, so as to enhance the digital marketing ability of enterprises in many ways. Nowadays, with the help of the global interest e-commerce model, Yinshan Youmai not only improves the competitiveness of brands and

products, but also establishes large-scale production and marketing channels to drive local farmers to get rich and increase their income.

According to the statistics of the National Bureau of Statistics, in 2023, Tik Tok e-commerce helped to sell 4.73 billion agricultural products, with an average of 13 million parcels sold to various places every day. The number of agricultural goods merchants increased by 83% year-on-year, and more and more agricultural products brands were gaining market recognition. At present, Tik Tok has become a platform to display and promote the beautiful rural scenery. Data show that in 2023, Tik Tok Rural Plan supported 49 rural industries, covering 13 provinces and cities in China. According to the specific data, in 2023, there were more than 1 billion new rural videos in Tik Tok, with a broadcast volume of 2.4 trillion. There were 79,600 creators of agriculture, countryside and farmers, and 150,000 rural cultural tourism punch-in points were seen and experienced.

4.1.2. Problems of social media interaction of agricultural products

(1) the effect of information dissemination is limited

In the social media interaction of agricultural products, the effect of information dissemination may be limited by the target audience. Because different people use different internet platforms and social media, it is difficult to convey the propaganda information of agricultural products to a wider target audience.

(2) Trust is difficult to establish.

Because it is difficult for consumers to recognize the quality and authenticity of agricultural products in social media interaction, they have doubts about the purchase of agricultural products. Because the quality and output of agricultural products are affected by natural factors such as weather and soil, it is difficult to ensure the stability of product quality. In addition, some unscrupulous merchants may attract consumers to buy low-quality agricultural products through false publicity and exaggerated publicity effects. Due to the risks and problems of e-commerce platforms for agricultural products in online celebrity, consumers often have low trust in these platforms and are afraid to buy agricultural products easily.

(3) Consumer participation is not high

In the Internet era, consumers' participation in agricultural products is not high, and they only passively accept product information, lacking interaction and participation. The prices of agricultural products usually vary with seasons, regions, varieties and other factors. However, on the e-commerce platform of agricultural products in online celebrity, the prices are often set too high and opaque, which makes it difficult for consumers to judge the value of products and whether they are reasonably priced, which also makes it difficult for consumers to enhance their participation in agricultural products.

(4) The communication effect is difficult to evaluate.

It is difficult to evaluate the social media interaction effect of agricultural products intuitively, and it is impossible to accurately understand the effect of information dissemination and consumer feedback. Part of the live broadcast is based on the lonely elderly, left-behind children and abandoned villages in rural areas. The director sells miserable scenes, wins sympathy and even takes the opportunity to make profits. Fictitious information about unsalable agricultural products, creating a false scene, and deceiving consumers in the name of helping farmers have a negative impact on the social media interaction effect of agricultural products.

3.2 the development status and existing problems of consumers' willingness to buy agricultural products

4.2.1. The development status of consumers' willingness to buy agricultural products

With the rapid development of online consumption, China's online agricultural products market continues to rise, and the trend of branded and younger consumption is becoming increasingly significant. According to the statistical data of "2023 Harvest Festival-Online Agricultural Products Consumption Report" issued by JD.COM Supermarket and JD.COM Institute of Consumption and

Industrial Development, the number of online agricultural products brands in China increased by 5.7 times in 2023 compared with 2019, and the post-80s and 90s gradually became the main consumers of online agricultural products, buying more than 70% of online agricultural products. Among them, the consumption of meat products is most influenced by the post-90s and post-00s generations, and the changes in eating habits, dietary structure and health awareness are also clearly reflected in the consumption of meat, aquatic products, fruits and vegetables, and grain and oil. Freshness, health, nutrition and quality have become the focus of consumers' attention. Thanks to the development of online market and supply chain efficiency, "minority dishes" in many places have begun to spread all over the country, so that more consumers can feast their mouths. To this end, JD.COM has launched 16 key measures for landmark agricultural products, integrating the advantages of the whole chain to help rural revitalization.

At the same time, the Report shows that the rapid development of China's online agricultural products market in the past five years has driven the double growth of supply and consumption. Agricultural products producing areas all over the country actively build online consumption channels. From January to August 2023, the delivery areas and counties of agricultural products showed a high growth trend. The upward sales of agricultural products in Guangxi, Yunnan, Guizhou, Shanxi, Shaanxi and Jiangxi provinces increased by more than 10 times compared with 2019. Shandong is the largest province of online agricultural products, selling 19% of the country's agricultural products, and is an important producer of meat, fruits, aquatic products and other agricultural products. Liaoning is a famous grain producing area, and the agricultural products sold in JD.COM account for 18.7% of the total agricultural products sales; Sichuan, Henan and Jiangsu have entered the top five online hot-selling producing areas of agricultural products with their own characteristics.

Consumers in county rural areas have gradually changed from "no online shopping" to "frequent online shopping". Coupled with the preferential price and service guarantee of online platforms such as supermarkets in JD.COM, from January to August 2023, the sales volume of vegetables online in county rural areas increased by 8 times compared with the same period in 2019, accounting for 30%, surpassing the first-tier cities.

4.2.2. Problems of consumers' willingness to buy agricultural products

(1) The quality and safety of agricultural products are outstanding.

With the improvement of people's living standards, the requirements for the quality and safety of agricultural products are getting higher and higher. However, in recent years, the quality and safety problems of agricultural products in China have occurred frequently. Among them, the storm of pesticide residues before the Spring Festival, the slimming incident of rice and the clenbuterol incident have become the hot spots of social concern, which has aroused people's concern. These incidents have seriously affected consumers' trust in agricultural products and intensified market instability. According to the survey results of Dou Zhijie (2014), 73.58% of the consumers surveyed said that they were "more concerned" or "very concerned" about the quality and safety of agricultural products, and the proportion of those who felt "dissatisfied" or "very dissatisfied" with the quality of processed agricultural products (61.70%) was significantly higher than that of animal-derived and plant-derived agricultural products (18.39%). Specifically, the quality and safety of agricultural products with epidemic diseases (such as avian influenza and mad cow disease) are the most concerned and worried by consumers, while the harm to food such as pesticide residues and genetically modified products is generally concerned. This is not completely consistent with the quality and safety of agricultural products shown by statistical data.

(2) Information asymmetry of agricultural products

At present, consumers' cognitive ability of safe agricultural products in China is generally low, and the factors that affect consumers' cognitive ability of safe agricultural products are mainly consumers' purchasing experience, the price difference between safe agricultural products and conventional agricultural products, consumers' educational background, whether there are children in the family and the level of consumers' concern about the safety of agricultural products (Kei Ma and Qin Fu, 2009). In the existing agricultural products market, the information asymmetry of agricultural

products is a common problem, which is mainly manifested in the following aspects: First, the sales information of agricultural products is not transparent enough, which leads to a large information gap between producers and consumers, which is not conducive to producers obtaining market information and consumers understanding agricultural products. Secondly, the phenomenon of false propaganda is serious, and some unscrupulous merchants often use incomplete, inaccurate or exaggerated propaganda methods to shoddy and deceive the world, making it difficult for consumers to distinguish between product quality and authenticity. Thirdly, the source information is asymmetric, because the economic development of rural areas in China is relatively backward, and farmers have insufficient understanding of technological innovation and modern agricultural development, resulting in relatively low production level and agricultural product quality.

4.2.3. Consumers' purchasing experience is poor

Excessive publicity and false advertisements of enterprises exaggerate the quality of fresh agricultural products, and there is a huge difference between buying in kind and product introduction. Consumers' complaints and feedback are not satisfied, and product pricing has no basis. At the same time, consumers do not have enough recognition of green fresh agricultural products, and they do not get corresponding services in the consumption process, which affects consumers' trust in the purchase channels of fresh agricultural products and reduces their enthusiasm for buying. Many times, consumers need to rely on their own experience to buy. Especially in the network channel, it is a common phenomenon that the return is difficult and the response is slow, and consumers often feel lost because they can't get a good solution.

4.2.4. The cold chain logistics system is not perfect

With the development of e-commerce, online purchase occupies a large part of the market. Fresh agricultural products are characterized by strong timeliness, perishable and perishable, and are destined to rely on complete cold chain transportation and distribution. At present, the business scope of cold chain transportation in China is narrow, and the supporting facilities and modes can't keep up with the current development needs, which leads to high logistics costs and directly affects the sale of fresh agricultural products.

4. SWOT analysis model

4.1 the analysis of the strengths of social media interaction of agricultural products and consumers' willingness to buy

1. A broad user base. Social media platform has a huge user base, and users are widely distributed, covering people of all ages and occupations. Through social media, agricultural products can more accurately target customer groups and communicate and interact with them effectively.

2. Strong interactivity. Social media platforms provide a variety of interactive ways, such as leaving messages, forwarding, likes and so on. Agricultural products can attract users' attention by carrying out interesting and interactive activities or initiating topic discussions. The improvement of user participation will not only help deepen users' understanding of products, but also help agricultural products to establish a good reputation.

3. the spread speed is fast. Social media platform has the rapidity of information dissemination, and a high-quality content can be disseminated by a large number of users in a short time, forming an information waterfall effect. For the publicity and promotion of agricultural products, social media platforms can rapidly expand their influence and attract more potential consumers.

4. The sales efficiency is high. Through big data analysis and intelligent technology, the social media platform for agricultural products can timely understand market demand and consumer preferences, and help farmers grow and sell scientifically. Farmers can provide targeted agricultural products according to market demand, which avoids unsalable and wasteful phenomena in the traditional sales model and improves sales efficiency.

4.2 the weaknesses analysis of the interaction between social media of agricultural products and consumers' purchase intention

1. Time limitations of social media marketing of agricultural products

Because of its seasonality and periodicity, the duration of agricultural products promotion activities on social media is limited. The quality and freshness of agricultural products change with time, which may lead to the short interaction duration of agricultural products on social media. In addition, social media platforms may have a short life span, fierce competition and rapid technological changes, and the platforms on which agricultural products marketing depends may soon become obsolete. Consumers and agricultural products suppliers need to constantly adapt to the new platform and rebuild the marketing network. This instability may reduce consumers' trust and participation in the platform, and then affect their purchase decisions.

2. Hidden dangers of quality and safety of agricultural products

There are hidden dangers of quality and safety in purchasing agricultural products on the social media platform of agricultural products. Especially in the case of insufficient supervision, fake websites or social media platforms frequently appear, making it difficult for consumers to distinguish authenticity. If consumers buy substandard or unsafe agricultural products, they may face health risks or economic losses. This uncertainty will directly affect consumers' willingness to buy, and they are more likely to choose traditional channels or certified channels to buy agricultural products to ensure quality and safety.

3. The high cost of agricultural products distribution

The high distribution cost is another factor that hinders the interaction of social media of agricultural products and consumers' willingness to buy. The distribution of agricultural products usually involves transportation, preservation and packaging, and the cost of these links can not be ignored. Especially for agricultural products, it is very important to maintain freshness, so more costs need to be invested to ensure that the products are not damaged during transportation. These extra costs will eventually be passed on to consumers, so that the price of agricultural products on social media may be higher than that of traditional sales channels, which may affect consumers' willingness to buy in a price-sensitive market environment.

4.3 the opportunities analysis of social media interaction of agricultural products and consumers' willingness to buy

1. Enhance the brand value of agricultural products. Social media platforms for agricultural products provide greater exposure and sales opportunities to help farmers build their own brands. Through the publicity and promotion of social media platforms, the brand value of agricultural products has been enhanced, and farmers can get more business opportunities.

2. Provide personalized service. Agricultural products analyze consumers' shopping habits and preferences through big data on social media platforms, and provide personalized recommendations and services. Consumers can choose the category, origin and specifications of agricultural products according to their own needs, so as to meet the personalized consumption needs and enhance the shopping experience of consumers.

3. The rapid development of social media platforms. With the rise of social media, more and more platforms and applications have been developed. From the earliest personal blogs and forums to Weibo, WeChat, Facebook, Tik Tok, Aauto Quicker and so on, social media platforms are constantly emerging and constantly evolving and innovating. These platforms provide a variety of functions, such as text, photos, audio, video and other multimedia content sharing, and support interactive feedback between users, thus forming a huge social network.

4. Robust backing from national strategies. The "14th Five-Year Plan" distinctly states that "accelerating the construction of digital villages" and "giving priority to the development of agriculture and rural areas, comprehensively promoting rural revitalization"; this suggests that China's rural construction has entered a new phase of digital drive. The National Development and Reform Commission released the "Measures on Restoring and Expanding Consumption" in July 2023

in an effort to optimize system and policy design in order to meet people' increased consumption demands and unleash their potential. The aforementioned national policies demonstrate how the Chinese government has been actively boosting social media and consumer purchases of agricultural products in recent years.

4.4 the threats analysis of social media interaction of agricultural products and consumers' willingness to buy

1. Logistics distribution problems

Social media of agricultural products need to face the problem of underdeveloped transportation and logistics in rural areas, which affects the timely delivery of goods. The government and enterprises should increase investment in rural logistics facilities and distribution networks to improve logistics efficiency.

2. Trust and after-sales service

Consumers' trust in agricultural products and satisfaction with after-sales service are the key factors in the development of social media for agricultural products. Social media of agricultural products need to strengthen the management and supervision of settled merchants, establish a sound after-sales service system, and improve consumer satisfaction and trust.

3. Farmers' scientific and technological level and informatization level

Social media of agricultural products requires farmers to have a certain level of science and technology and informatization, so as to make better use of platform resources for sales and management. The government and enterprises should increase the training and support for farmers, and improve their scientific and technological level and informatization level.

Table 1. SWOT analysis model

<p>Strengths</p> <p>1. Wide user base 2. Strong interactivity 3. Fast propagation speed 4. High sales efficiency</p>	<p>Weaknesses</p> <p>1. Time limitations of social media marketing of agricultural products 2. Hidden dangers of quality and safety of agricultural products 3. The high cost of agricultural products distribution</p>
<p>Opportunities</p> <p>Improve the brand value of agricultural products. Provides personalized services. The rapid development of social media platforms Strong support from national policies</p>	<p>Threats</p> <p>Logistics distribution problem Trust and after-sales service Farmers' scientific and technological level and informatization level</p>

5. PEST analysis model

5.1 Political environment

The Fourth Plenary Session of the 19th CPC Central Committee summarized the great achievements in the past 70 years as "two miracles", namely "the miracle of rapid economic development and the miracle of long-term social stability". The assessment of "rare in the world" is fitting, as it has gained recognition both domestically and internationally and has emerged as a significant emblem of our party's achievements throughout its rule and the efficiency of state governance since the establishment of New China. The "two wonders" have relied heavily on political stability. Over the course of the previous 40 years of reform and opening-up, political stability has not only emerged as the primary tenet of social stability in China as a whole, but it has also emerged as the key to the country's long-term, medium-and high-speed economic growth and prosperity.

5.2 the economic environment

According to the data released by the National Bureau of Statistics of Citrus in January and February, 2024, the economic operation has released a positive signal. With the continuous appearance of the "combination boxing" effect of macro policies, the endogenous kinetic energy of the economy has been continuously stimulated, the production demand has risen steadily, and the economic operation has started smoothly and rebounded to a good trend.

According to the think tank of ING (2024), although China's economy is facing short-term challenges, such as the real estate industry, lack of confidence and local government debt, China's economy is transforming into a high-quality growth model, namely, to a consumption-driven growth model, to a high added value, to a green growth and to a digital economy.

5.3 the social environment

At present, China's overall social situation continues to be stable, peace has become a beautiful national business card, and Guotai Min 'an has a more solid foundation. Prosperity and security are the most basic and universal aspirations of the people. At present, China's overall social situation continues to be stable, but it also faces various risks and challenges. On the new journey, we should adhere to the overall national security concept, adhere to overall development and security, continuously improve the efficiency of social governance, and build a higher level of peaceful China, so that people's sense of acquisition, happiness and security will be more substantial, more secure and more sustainable.

5.4 the technical environment

The Ministry of Industry and Information Technology released data showing that by the end of February 2024, there were 3.509 million 5G base stations in China. Additionally, the integration of digital technology and the real economy was accelerated and the use of 5G was further encouraged in the industrial sector. Digital technology is accelerating its use in numerous domains of industrial production, from smart factories and mines to smart logistics. China's 5G industrial applications are currently integrated into 71 national economic categories, with over 94,000 application cases and 29,000 virtual private networks in the 5G industry, according to data from the Ministry of industrial and Information Technology.

In the future, China will expand the application of digital technologies such as artificial intelligence in R&D, design, manufacturing, inspection and testing, as well as in different industries such as electronic information, biomedicine, raw materials and equipment manufacturing. In terms of general artificial intelligence, with the deep integration of artificial intelligence and manufacturing as the main line, we will make overall arrangements for general large models and industry large models, and accelerate the new industrialization of artificial intelligence empowerment.

Table 2 PEST analysis model

<p>Political environment The political stability in the past 40 years of reform and opening-up has not only become the core pillar of the overall social stability in China, but also the key to the long-term medium-and high-speed economic growth and prosperity in China.</p>	<p>Economic circumstances With the continuous emergence of the "combination boxing" effect of macro-policies, the endogenous kinetic energy of the economy is constantly stimulated, the production demand is rising steadily, and the economic operation has started smoothly and rebounded to a good trend. China's economy is transforming into high-quality growth, which includes consumption-driven growth mode, high added value, green growth and digital economy.</p>
<p>Social environment At present, China's overall social situation continues to be stable, peace has become a</p>	<p>Technology environment By the end of February 2024, the total number of 5G base stations in China had reached 3.509</p>

beautiful national business card, and Guotai Min 'an has a more solid foundation. Prosperity and security are the most basic and universal aspirations of the people. Although China's overall social situation continues to be stable, it also faces various risks and challenges.

million, and 5G applications were further promoted in the industrial field, and the integration of digital technology and the real economy was further accelerated. In the future, China will expand the application of digital technologies such as artificial intelligence in R&D, design, manufacturing, inspection and testing, as well as in different industries such as electronic information, biomedicine, raw materials and equipment manufacturing.

6. Countermeasures and suggestions

This paper first reviews the literature on the topic of the social media interaction between agricultural products and consumers' purchase intentions. It then analyzes the development status and current issues surrounding this relationship, and it uses the SWOT and PEST analysis models to systematically analyze the social media interaction between agricultural products and consumers' purchase intentions. Based on this, the following recommendations and countermeasures are presented in this paper:

6.1 Strengthen interaction and create an atmosphere where experience is paramount.

The anchors of social media for agricultural products should be interesting in the interactive process, and increase consumers' participation and create a relaxed and pleasant shopping atmosphere through live lottery, screen capture and welfare, and red envelope rain. You can set up dynamic expressions and add 3D effects on social media to make the barrage interesting. At the same time, we should pay attention to the problems raised by consumers in time and give feedback quickly. Pay attention to the emotional changes implied by consumers' tone, pay attention to different aspects of products, give priority to repetitive questions, try our best to meet consumers' "personalized" needs, and also give answers by adding broadcast AIDS to create a satisfactory shopping atmosphere for consumers, thus enhancing the purchase intention of agricultural products.

6.2 Increase product scenarios and improve the quality of information dissemination.

Social media of agricultural products should carefully plan and improve the interactive process, diversify the scene, such as extending to the place where goods are produced, and let consumers substitute the scene through on-site picking to enhance consumers' sense of reality and immersion in the commodity experience; When introducing products, the anchors of social media for agricultural products should introduce products from the perspective of sharing, which can not only improve the credibility of products, but also enable consumers to better substitute into product usage scenarios. At the same time, the anchors of social media of agricultural products should improve their professional quality, clarify the key information of products, clearly introduce the logic of products, and drive consumers' emotions, thus enhancing consumers' satisfaction in live shopping and increasing their willingness to buy.

6.3 Effectively ensure product quality and improve consumer perception level.

In the final analysis, the process of agricultural social media trading products is still the process of buying and selling products. Therefore, social media of agricultural products and enterprises need to effectively guarantee the quality of products and the service quality of social media. Consumers who have purchased products and services will form a high degree of satisfaction when they get high-quality products and services, thus forming a good reputation for social media of agricultural products, making consumers more willing to participate in the purchase, and the process of interaction is more likely to become a benign interaction. From the point of view of word of mouth, this will enhance the

perception level of potential consumers, trust the products and services of merchants to a certain extent, and then trigger their positive purchase tendency.

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