



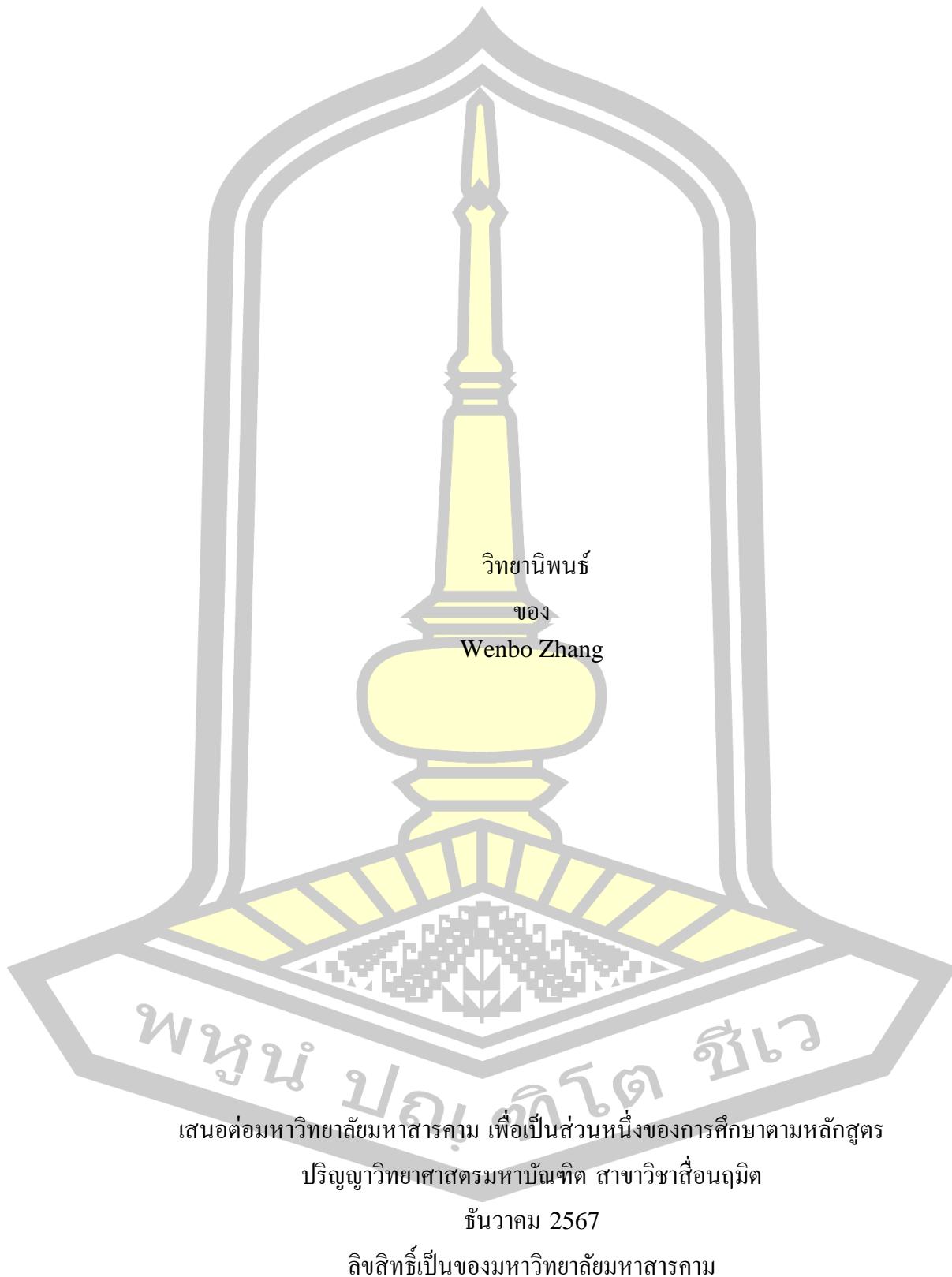
Video Content Design of Luoyang Community Agriculture Products on Social Media Platform

Wenbo Zhang

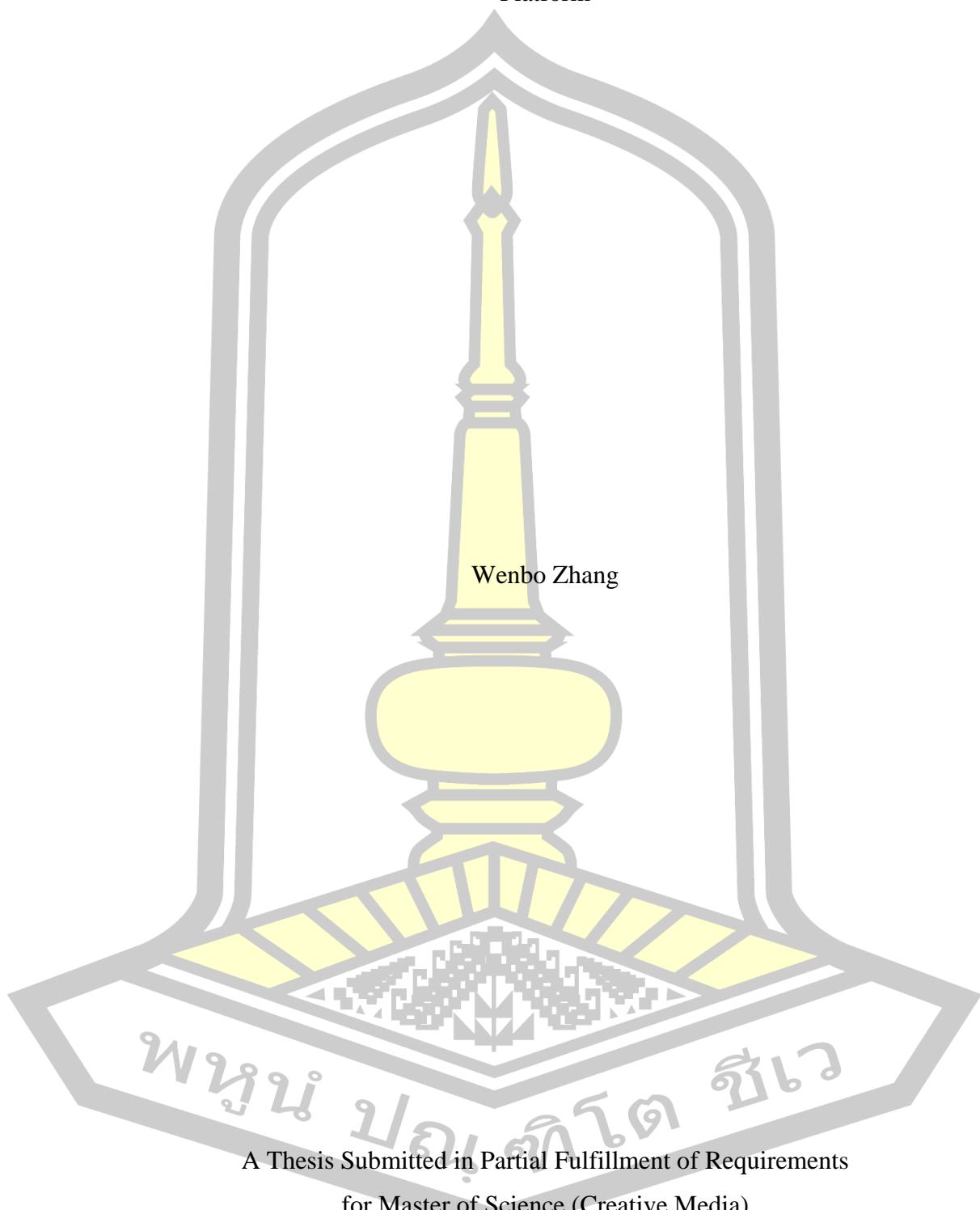
A Thesis Submitted in Partial Fulfillment of Requirements for
degree of Master of Science in Creative Media

December 2024

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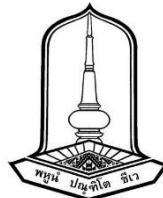
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for Master of Science (Creative Media)

December 2024

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The examining committee has unanimously approved this Thesis, submitted by Mr. Wenbo Zhang, as a partial fulfillment of the requirements for the Master of Science Creative Media at Mahasarakham University

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ABSTRACT

The design of video content for Luoyang community agricultural products on social media platforms plays a crucial role in enhancing the visibility and marketability of local products. This research focuses on the creation, evaluation, and optimization of video content tailored to the specific needs of the Luoyang community's agricultural sector. The study has three primary objectives: 1) To analyze the components of agricultural product video content that influence customer purchases on social media; 2) To develop video content designs for Luoyang community agricultural products on social media platforms; and 3) To assess the effectiveness of these video content designs in raising awareness and influencing consumer behavior.

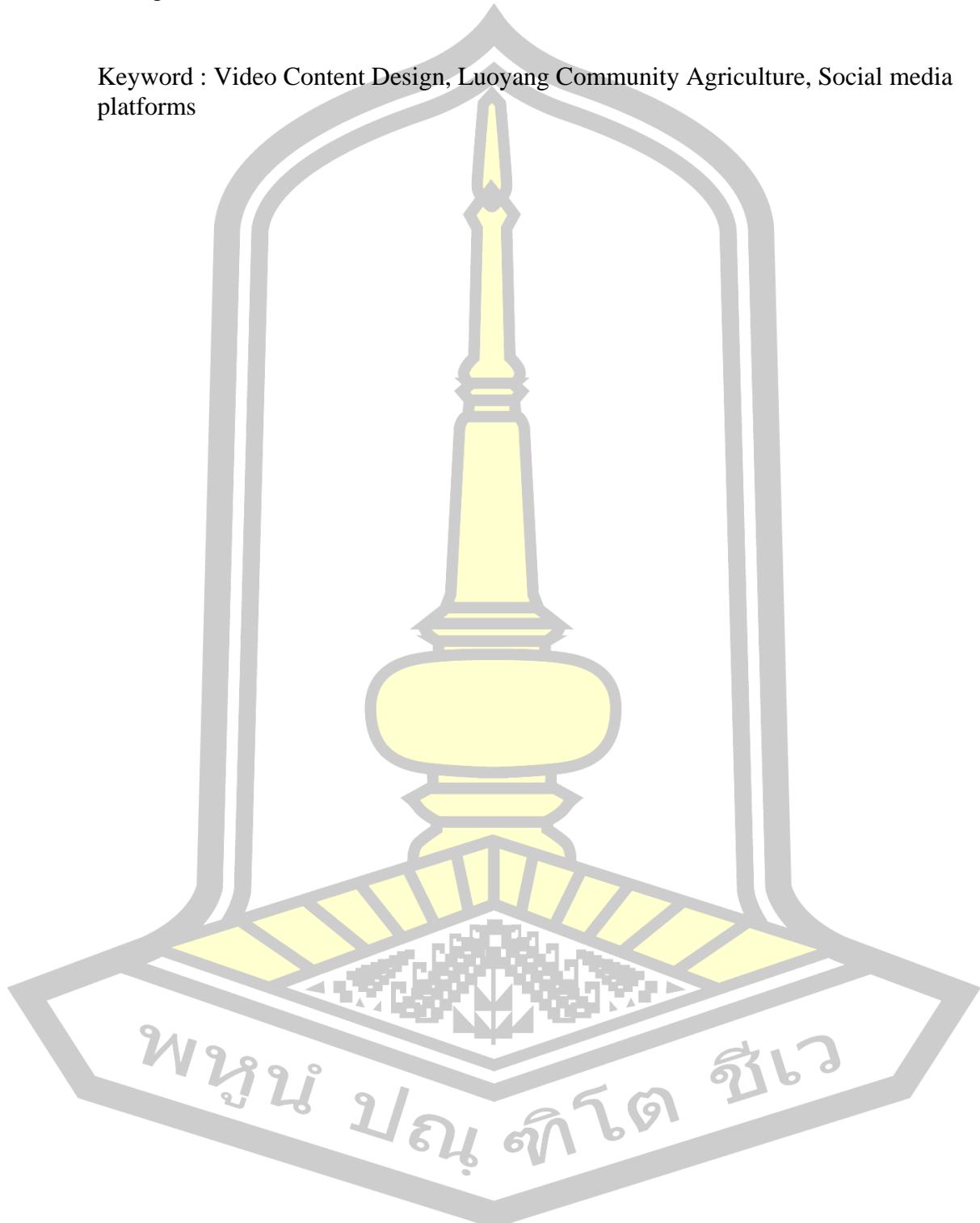
During the period from January 2023 to July 2024, this study conducted extensive research in the Luoyang region, including surveys, interviews, and content analysis of existing social media videos. The research focused on popular social media platforms, particularly Douyin, which is widely used in China for marketing and sales of agricultural products. A total of 35 interviews were conducted with local farmers, marketing experts, and social media influencers to gather insights into effective video content strategies.

The results of the study are as follows: (1) The key components influencing consumer purchase decisions through video content include product display, storytelling, emotional engagement, and social proof. These elements, when effectively combined, can significantly increase consumer interest and willingness to purchase agricultural products. (2) The design of video content should focus on authenticity, cultural relevance, and interactive elements to engage the target audience. Videos that showcase the unique qualities of Luoyang's agricultural products, combined with relatable narratives and local culture, tend to perform better on social media platforms. (3) The awareness and influence of video content can be enhanced through strategic use of hashtags, collaborations with influencers, and integration of consumer feedback into future content.

This study provides valuable insights into the design and implementation of video content strategies for agricultural products in Luoyang. The findings contribute to the broader understanding of digital marketing in rural China and offer practical

recommendations for improving the visibility and sales of local agricultural products through social media.

Keyword : Video Content Design, Luoyang Community Agriculture, Social media platforms



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Meanwhile, I would like to thank my classmates and friends, who have given me a lot of help and care in my study and life. Especially [name of classmate or friend], who shared valuable experience and information with me during the process of writing my thesis, which made my research work go smoothly.

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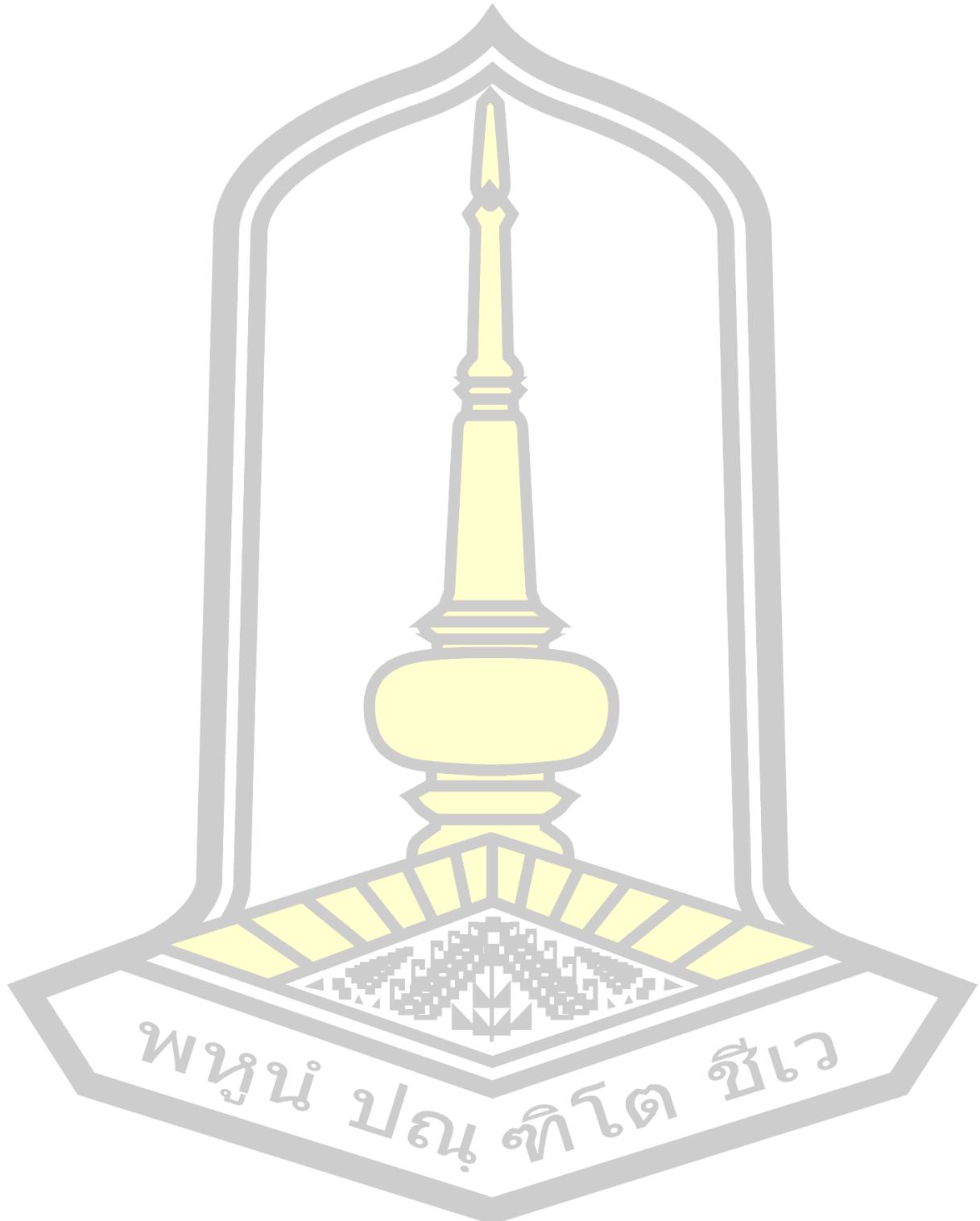


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CHAPTER 1

INTRODUCTION

1.1 Background

In the rapid development of the Internet today, has fully entered the digital age, and the digital age covers all corners of society, on the basis of which social media has become the core channel of enterprise marketing. As far as the field of agricultural products is concerned, the application of social media such as self-media is rapidly becoming a mainstream marketing method, which has changed the traditional application mode of marketing methods. As far as China is concerned, as the country with one of the widest audience in the world in the field of self-media, digital marketing has been able to rise rapidly in this scope and form a good marketing environment, but despite seeing the development of the current situation of the social media and other digital marketing methods, it still exposes the problems faced by some platforms in the promotion of agricultural products, especially the researchers' choice of local characteristics such as agricultural products of Luoyang community issues, however, are relatively scarce and limited.

Currently, farmers in Luoyang community face some problems in the promotion of agricultural products. According to Research on Rural E-Commerce Development in Luoyang City (Yang, 2019: 3-5), farmers lack sufficient knowledge and understanding of the quality of agricultural products, And agricultural products also have their unique particularities, take Luoyang region as an example, Shanggo apple is a more representative type of agricultural products, which matures in October every year, and Luoyang region, due to its unique geographic location, has a hot average temperature in October, so if it is not sold in time, a large number of apples will be deteriorated due to being left for too long, and even if it can be left for a period of time, the apples will lose the best period of tasting due to the long time of being left for a period of time, therefore that helping fruit farmers to sell as soon as possible is an urgent problem. In addition, the lack of clear sales channels and sales groups in Luoyang society makes the price of agricultural products uncertain, and the reliance on limited intermediate transportation channels restricts the market share of agricultural products. Through video banding, local people, on the other hand, can post their own videos plus product descriptions on the Douyin platform and sell them directly to consumers, who can also buy what they want at the lowest possible cost. Therefore, it is necessary to study how to solve the problems in the promotion of Luoyang agricultural products through creative media.

As one of the cities with the longest history in China, Luoyang has a huge and rich cultural and material heritage, but what is not well known is that Luoyang is located in Henan Province, a famous agricultural province in China, and Luoyang is one of the cities with rich agricultural production resources. However, in recent years, due to the intensification of market competition, Luoyang's agricultural products are also facing many challenges, in which the change of consumer behavior has become one of the

main influencing factors, as of now, the problem of oversupply of agricultural products in Luoyang is more serious, among which, the most representative one is the Shanggo apples, according to Yang, X. (2019), due to the short ripening period and the high temperatures. Shanggo apples can lead to spoilage or loss of the best tasting period if not sold in time (Yang, X. 2019). Based on this, how to explore effective social media video has become an effective experimental field for the competitiveness of agricultural products in the market, through the design and development of social media can increase the visibility and influence of agricultural products and attract consumers to pay attention to and buy agricultural products, in addition to providing valuable information to meet the needs and preferences of the target audience.

In the previous years China's social media field is booming, the development of different platforms such as Weibo, Douyin and other platforms have been constructed to become an effective way and bridge between consumers and products, according to the content of the platform to see the video content, known as the most favorable tool to attract consumers to consume the behavior, which may be due to its strong visual appeal, easy to share and other factors. From the development of social media to the present, scholars are widely concerned about how to design the content of the video can produce a strong enough attraction to the target audience groups, to stimulate the audience resonance of consumers, especially this resonance, how to convert into actual purchasing power, has become one of the relevant scholars competing for the study of the subject. These research areas not only involve content creativity and visual effects, but more importantly, exploring the psychological condition of consumers and making accurate judgments to predict their behavioral patterns.

This study will utilize creative media to address the promotion of agricultural products in Luoyang. Creative media refers to the use of various forms of media to disseminate information and promote products in a creative and novel way. By choosing to design the form of content and selecting appropriate communication channels. Provide content that meets the needs and preferences of the target audience and provides valuable information. And taking the Douyin platform as the main research object, designing and developing interactive content to help the promotion and sale of agricultural products on the Douyin platform, according to Zhang, Y., et al. (2019), Douyin has a huge user base, and these user's are highly active on the platform, so it can accurately locate the users, and secondly, the Douyin platform provides a variety of marketing means, video with goods, live with goods etc., which can enhance the brand influence and market competitiveness of agricultural products in an all-round way. Creative media can effectively solve the promotion problem of Luoyang agricultural products. It can increase the popularity and influence of agricultural products. Attract consumers to pay attention to and buy agricultural products. The application of social media plays an important role in the dissemination of agricultural products. Through social media platforms, it has become the main channel for people to receive information and communicate (Smith, 2016). Users can share their opinions, shop online and engage in various forms of communication (Kaplan & Haenlein, 2010). In addition, optimization and innovation in content design play an important role in product promotion and brand communication. (Chaffey & Ellis Chadwick, 2019) Choosing the right form of content and communication channel provides valuable information that meets the needs and preferences of the target audience. It can increase the awareness of publicity and capture the attention and purchase intention of more

consumers.

The creative design of video content is an important part of the solution to the problem of promoting Luoyang agricultural products. One of the advantages of creative media is that it can provide a variety of rich expression methods, such as video, pictures, text, etc., to better convey the characteristics and advantages of agricultural products. Creative content design and marketing strategies can increase people's interest in agricultural products and purchase intention. Previous studies have found that creative media have the potential to promote agricultural products. For example, Li and Wang (2018) successfully increased consumer purchase intentions for agricultural products through the use of visual content and immersive marketing. Storytelling marketing on social media. Similarly, Zhang et al. (2019) used creative video content and personalized recommendation services, which can effectively engage potential consumers and increase their interest and willingness to purchase agricultural products. In addition, researchers have found that interacting with consumers and building trusting relationships through social media platforms can increase the awareness and visibility of agricultural products. (Wang et al., 2017). Storytelling marketing using visual, audio, textual and video content on social media can be effective in increasing consumers' purchase intentions for agricultural products. Overall, showing the actual effects and usage of products through videos can attract consumers to buy them, thus increasing sales. At the same time, it can also let more consumers know about the brand and products and increase brand awareness. Video collocation goods display products in various forms to realize real-time interaction with consumers, improve consumer participation and purchase willingness, and also conform to the consumption habits of contemporary consumers, enriching the shopping experience.

This study is based on the researcher's literature and case study analysis, the researcher believes that by describing the background, the necessity of this study can be argued, in a narrow sense it can help Luoyang community agricultural products better adapt to the modern society, the media communication can be established as a good marketing strategy, and at the same time, it can also enhance the field of agricultural products marketing and provide stronger theoretical guidance. While analyzing the design of social media video content in related fields, it also helps to bind agricultural products with social media, which can provide more ways for brand building of Luoyang agricultural products, especially the strategic support for market expansion, and more meaningfully, the results of this model will also provide better reference for other products of the same type, region and category.

1.2 Research Questions

1.2.1 What The components of agricultural product video content influencing customer purchases on social media?

1.2.2 How to design interesting Luoyang community agricultural product content on social media platforms?

1.2.3 How to make the quality of the video with the design of Luoyang community agricultural products on social media platforms

1.2.4 How to present content about agricultural products to create good awareness

and satisfaction of the product from the consumer's perspective?

1.3 Research Objective

- 1.3.1 To study components of agricultural product video content Influencing customer purchases on social media.
- 1.3.2 To develop a video with content design of Luoyang community agricultural products on social media platforms.
- 1.3.3 To evaluate the quality of video with content design of Luoyang community agricultural products on social media platforms.
- 1.3.4 To evaluate the awareness and satisfaction of video content for Luoyang community agricultural products on social media platforms.

1.4 Definition of Keywords

1.4.1 Video

Video is a medium that utilizes a sequence of images to create a moving image. Video is a device used to record events, activities, and information that can be played on a variety of devices such as television, computers, and cell phones. In the promotion of agricultural products, video tapes can show the real effectiveness and usage of the product and can build mutual trust with customers. Also, videos can be promoted on social media platforms, thus increasing the visibility and influence of the product. The video in this study, on the other hand, refers to the video designed and produced for the Douyin platform for the promotion and sale of agricultural products, and this video is produced based on the characteristics of the Douyin platform, as well as the audience characteristics of agricultural products.

1.4.2 Content Design

Content design is a process of planning, creating, and delivering content that meets the needs and purposes of a particular audience. It has to do with content strategy, content creation, and distribution. In the process of agricultural products promotion, content design is about creating and delivering content related to agricultural products that can attract consumers, build trusting relationships, and promote. Based on the Douyin platform, and the characteristics of agricultural products, the content elements in this study are as follows

- 1) Product display: displaying pictures and videos of agricultural products
- 2) Recipes: providing recipes using agricultural products
- 3) Behind-the-scenes: showing the production process of agricultural products
- 4) Consumer reviews: showcasing consumer reviews of the produce
- 5) Live social media feeds: interacting with consumers in real time and showcasing the produce

1.4.3 Luoyang Community

Agricultural products are products of value that are actually produced within the context of agriculture, and Luoyang community agricultural products are those whose

origin is categorized as the Luoyang region of China, and which tend to have the regional characteristics of Luoyang. Shanggo apples are fruits that are more abundant in the Luoyang area. Shanggo apples have an upright shape, a glossy surface, bright color, juicy and refreshing, with crunchy flesh, aromatic flavor, and are resistant to storage. Among them, the red Fuji apple is a large fruit, the average weight of a single fruit 200-300 grams, the largest single fruit weight up to 350 grams or more. 2013 April 15, the former Ministry of Agriculture of the People's Republic of China formally approved the implementation of the "Shanggo apple" agricultural products registered for protection of geographical indications.

1.4.4 Agriculture Products

This study focuses on Shanggo apple (Shanggo apple), a representative local speciality agricultural product of Luoyang community. Shanggo apples were selected for the study because of their unique quality and wide market audience. Shanggo apples are grown in Luoyang area, with large planting area, high yield, decent shape, bright colour, crispy and juicy flesh, refreshing taste, and good storage resistance. This apple variety needs to be sold quickly to avoid quality degradation or spoilage due to its short ripening period and limited optimal consumption period. In this study, the Shanggo apple is used as the main object of video content design to enhance its market awareness and consumer purchase intention by showcasing its cultivation process, quality characteristics and cultural background on social media platforms.

In addition, in order to show the agricultural characteristics of Luoyang community more comprehensively, this study also involves other local agricultural products, such as fruits and vegetables unique to Luoyang. These agricultural products will attract more target audiences and improve their market competitiveness through diverse displays in the video content.

1.4.5 Social Media Platform

This study has chosen the DouYin platform to promote and publicize the interactive videos of agricultural products has obvious advantages. Douyin Voice has a huge user base, which can quickly capture potential customers and thus bring great business opportunities for the products. At the same time, the Dou Yin platform is highly interactive and innovative, and through the development of interactive videos, such as quizzes and polls, it can stimulate the participation of users and enhance the popularity of products. In addition, the Douyin platform can accurately find the target group, coupled with a variety of marketing methods, such as live streaming with goods, short video advertising, etc., to promote the agricultural products in all aspects, which improves the brand's influence and market competitiveness. In addition, Douyin Voice also provides consumers with a low-cost means of publicity, which helps consumers reduce the cost of selling their products.

1.4.6 Awareness

When users use the "DouYin" app, a set of personalized videos will be recommended to them based on their preferences and browsing history. If the user is interested in a certain product or commodity, then DouYin Mean's algorithm will automatically recommend the corresponding agricultural products for them. Second, there are many farmers, peasants or agricultural practitioners who have their own accounts on DouYin Mean and post videos related to agricultural products on DouYin Mean. The videotapes can show how the agricultural products are planted, harvested, and how they are consumed. Users can search or browse their accounts online to watch

the videos they produce. In addition to this, there are also live streams about agricultural products on Douyin. During the live broadcast, the host will give a real-time introduction of the purchased goods, introducing the characteristics of the product, how to use it, the price, etc., and also interacting with the audience. Users only need to click the link in the live broadcast, or scan the QR code. In addition, Douyin also often organizes some challenges or activities about agricultural products, encouraging people to make and share their favorite things. This series of activities not only raises consumers' awareness of agricultural products, but also provides them with an opportunity to watch more new and interesting agricultural products.

1.5 Research Scope

1.5.1 Research area:

This paper takes Luoyang City, Henan Province, China, as an example of the production and promotion of rural agricultural products. Luoyang, the capital of Henan Province, China, is both an agricultural production base and a key area for the construction of China's rural economy. Based on this, this project intends to use this special location of Luoyang to conduct an in-depth excavation of the production mode, promotion strategy and market acceptance of its community-based agricultural products, with the expectation that it will be an important reference for the development of community-based agriculture in China and even in the world. Taking Luoyang as an example, the project will analyze the mechanism of its role in the process of urbanization, with a view to providing reference and theoretical support for the promotion of China's sustainable rural development and the integration of urban and rural economic development.

1.5.2 Social Media Platforms:

This project takes the short-video socialization platform "Douyin" as the entry point, and conducts an in-depth study on its use and effect in the marketing of agricultural products. Douyin is the most popular short video platform in China, with a huge user base and strong interactivity, which brings unprecedented opportunities for the promotion and marketing of China's agricultural products. The project will analyze the application of Douyin platform in the promotion of agricultural products in depth from the three levels of content creation, communication strategy, and user interaction, and evaluate it through case studies to provide a decision-making basis for the marketing practice of agricultural products in China. Through the implementation of this project, it is expected to explore the potential and value of the application of short video platform in the field of agricultural product marketing, and provide theoretical support for promoting the innovative development of agricultural product marketing in China.

1.5.3 Content in media:

This study takes apples in Shanggo Town, Luoyang City, Henan Province, as the object of study, but its scope is not limited to a specific agricultural product. The content of the short video mainly introduces a variety of agricultural products in Luoyang area, among which there are fruits, vegetables, grains, livestock and poultry products and so on. On this basis, it systematically researches the communication mode,

communication effect and audience's feedback of Luoyang community agricultural products from various angles, such as the presentation mode, communication effect and audience's feedback of the video, so as to provide important theoretical value and practical significance for enhancing the market competitiveness of Luoyang's characteristic agricultural products, upgrading the quality of the city, upgrading the quality of the city, and upgrading the quality of the city, and so on. And based on this, it explores the optimization of short video content to improve the brand awareness and competitiveness of Luoyang's agricultural products in rural areas and promote the sustainable development of rural tourism.

1.5.4 Type of media: The research in this paper focuses on the medium form of cut video. Short video is a medium that integrates various elements such as image, sound and text, and it is an extremely creative and expressive medium that can convey information and emotions well. Therefore, this project intends to conduct an in-depth study on the use of short video in agricultural marketing and how it can capture the attention of the audience, convey product characteristics and enhance brand image. On this basis, this project will also conduct an in-depth study on the creation techniques, communication strategies, and audience acceptability of short videos, so as to provide reference and inspiration for the marketing and brand building of agricultural products in China.

1.5.5 Research tools

- 1) Questionnaire components assessing how video content on agricultural products influences customer purchases on social media.
- 2) A video featuring content design for Luoyang community agricultural products on social media platforms.
- 3) The quality assessment of video content design for Luoyang community agricultural products on social media platforms.
- 4) The awareness assessment of video content for Luoyang community agricultural products on social media platforms.
- 5) The satisfaction assessment of video content for Luoyang community agricultural products on social media platforms.

1.5.6 Population and sample

- 1) Population: The population has been defined as the group of social media users on the Douyin (TikTok) platform in 2024, with a daily user base of 700 million (Ahlgren, 2024).
- 2) Sample: The research employed two sample groups: 1) a group of 2,000 social media users who commented on key elements of video content design, and 2) a group of 400 viewers who watched videos designed around agricultural products from the community of Lanyang on the Douyin (TikTok) platform. The sample size was determined using Taro Yamane's formula, which included a margin of error of 0.05 and a confidence level of 95%.

1.5.7 Research Variables

- 1) Independent variables:

Video Content Design of Luoyang Community Agriculture Products on Social Media Platform

- 2) Dependent Variable:

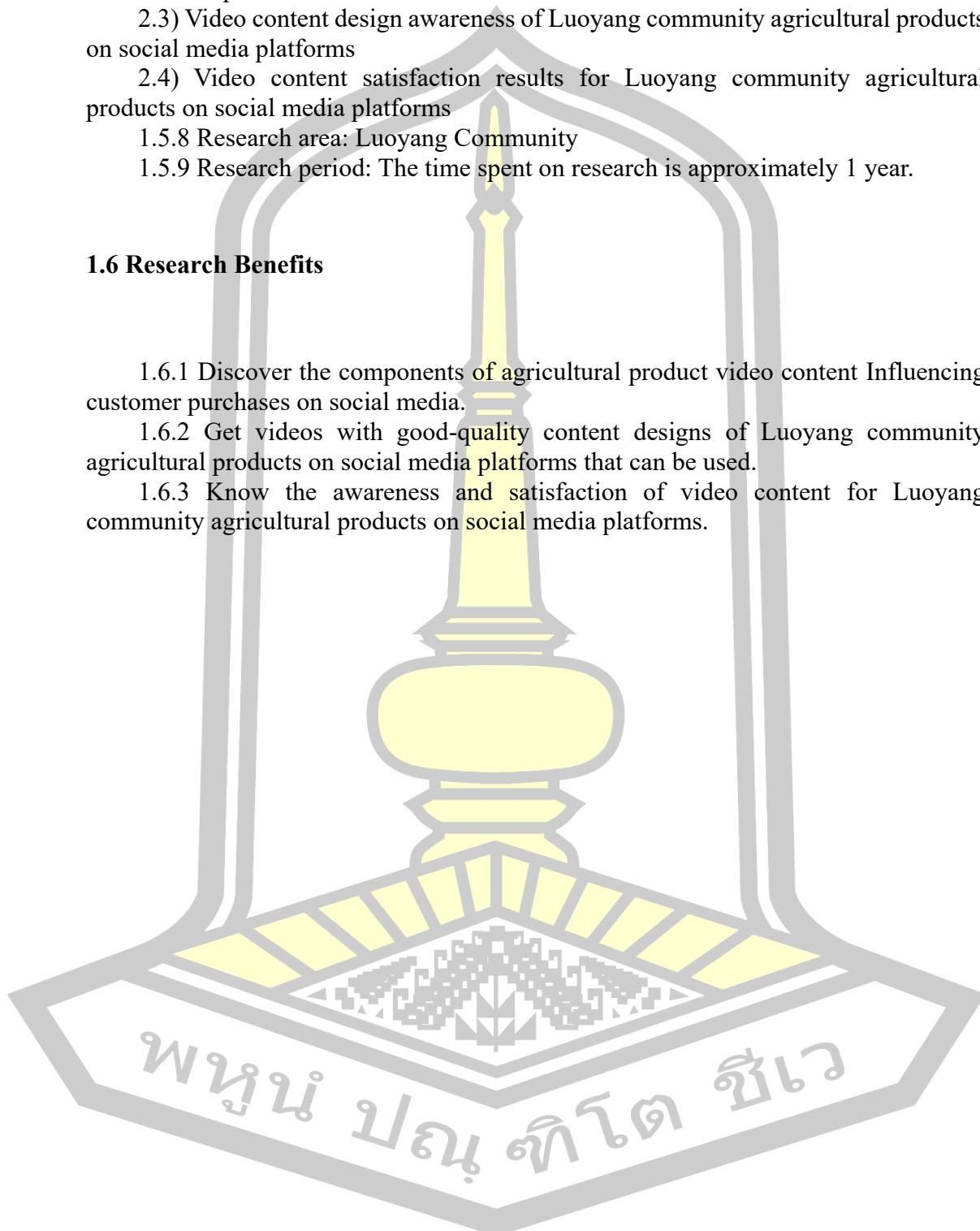
- 2.1) The components of producing video content that influence customer purchases on social media.

- 2.2) Video content design quality of Luoyang community agricultural products on social media platforms
- 2.3) Video content design awareness of Luoyang community agricultural products on social media platforms
- 2.4) Video content satisfaction results for Luoyang community agricultural products on social media platforms

1.5.8 Research area: Luoyang Community
1.5.9 Research period: The time spent on research is approximately 1 year.

1.6 Research Benefits

- 1.6.1 Discover the components of agricultural product video content Influencing customer purchases on social media.
- 1.6.2 Get videos with good-quality content designs of Luoyang community agricultural products on social media platforms that can be used.
- 1.6.3 Know the awareness and satisfaction of video content for Luoyang community agricultural products on social media platforms.



CHAPTER 2

LITERATURE REVIEW

A study on video content design for promoting Luoyang community agricultural products on Chinese social media platforms reviews the following principles, theories and related research.

2.1 Video

2.1.1 Meaning of the video

Video is a multimedia expression that reproduces a series of still images in a continuous manner, which can simulate the visual effect of movement. It organically combines images, sound and text to make the communication of information more intuitive and visual. Video is a very realistic and expressive video, which can capture and display various details and dynamics in the real world. In agricultural propaganda, video technology has been increasingly used. After careful editing and production of video, the growth history, quality characteristics and nutritional value of agricultural products and other information, more able to attract the attention and interest of consumers. At the same time, the video can also play the role of publicizing the commodity, play the role of publicity, publicity, publicity, publicity. At the same time, the dissemination speed and coverage of the video are very wide, which can quickly convey the information of agricultural products to more viewers. Through social media, online platforms and other means of dissemination, it arouses the buzz and attention of consumers, which in turn promotes the sales of agricultural products and expands the market (Li & Ma, 2020).

2.1.2 The importance of video

Video is a kind of information media with intuitive image, which can visualize the form, movement and process of things, and make it easy for the audience to understand and accept the information it conveys. In the promotion of agricultural products, video can visualize the growing environment, quality characteristics, processing and other contents of agricultural products, so that consumers have a more direct understanding of the goods, and enhance their confidence and willingness to buy. Video has a strong dissemination. The popularization of the Internet and the emergence of social media has greatly improved the dissemination speed and coverage of video. Video can spread quickly online and attract more potential customers. Such a communication effect makes video an important means of commodity promotion, which can effectively increase the popularity and influence of the commodity. In addition, video can produce emotional resonance. It can move the audience's emotions and cause them to resonate, by introducing the story of agricultural products and showing the farmers' hard work. This emotional resonance can not only improve consumers' recognition and trust of agricultural products, but also improve the brand image of enterprises and bring greater value to the agricultural market(Tong, X. X. 2022).

2.1.3 Type of video

Promotional videos are the most commonly used way to promote commodities.

This kind of video usually shows the growing environment, quality characteristics and nutritional value of agricultural products with beautiful pictures, touching music and touching narration, etc., with the purpose of attracting consumers' attention and arousing their desire to buy. And educational videos focus more attention on putting relevant knowledge and information about the agricultural products. This kind of video can introduce the planting process, processing process, and consumption method of agricultural products, etc. The purpose is to enhance consumers' knowledge and understanding of agricultural products, and to strengthen their trust and love for the products. In addition, documentary videos can truly and objectively record the whole process of growth, processing and sales of agricultural products, and show the scenes of farmers' hard work and the stories behind the agricultural products, so as to let the audience have emotional resonance, and strengthen their recognition and support for agricultural products. This study of short videos is also a type that has gradually risen in the publicity of agricultural products in recent years. This type of video is usually short and concise, and can quickly catch the audience's eye. Through creative editing and music, the characteristics and advantages of agricultural products can be visualized, and rapid dissemination and sharing can be achieved through social media and other platforms (Zhen & Shi, 2022).

2.1.4 Video elements

As a communication tool that integrates multiple forms of information, video plays a crucial role in the promotion of agricultural products. Through the combination of multiple visual and auditory elements, videos can not only demonstrate specific features of products, but also influence consumers' purchase decisions through emotional resonance and social interaction. Research has shown that key elements in video play different roles in influencing consumer attitudes and purchase intentions, with product presentation, narrative techniques, emotional interactions, and social proof being particularly important (Han et al., 2022).

Product demonstrations are the most intuitive and immediate part of video content, providing viewers with a deeper understanding of product quality and features. Through high-quality imagery and motion, videos enable viewers to perceive product details such as appearance, texture, and freshness, a direct visual stimulus that can effectively eliminate potential consumers' doubts and uncertainties about a product (Gu, 2023). Especially when displaying agricultural products such as apples, the use of high-definition lenses or close-up filming can magnify the surface luster, flesh firmness, and other details of the product, a method that makes it easier for viewers to perceive the high quality of the product (Zhao, 2023). Dynamic displays, such as rotating shots from different angles or sliced displays, can fully present all aspects of the product, thus enhancing the viewer's sense of trust and purchase intent. In this way, the video not only highlights the core advantages of the product, but also enhances the viewer's sense of immersion and participation, making it easier for them to generate purchase intentions (Lutfi & Nasution, 2023).

Narrative techniques play an important role in video content design. By telling a story, the viewer is able to establish a deeper emotional connection with the product, significantly increasing the likelihood of purchase (Ma et al., 2024). Stories can connect a product to a consumer's daily lifestyle, cultural background, or emotional memories, making the product not just a commodity but a symbol with emotional value. For example, by showing snippets of a farmer's life or the whole process of agricultural

products from planting to harvesting, videos can give products uniqueness and create an emotional bond between people that resonates with viewers (Yadav et al., 2024). When viewers are emotionally attracted to the video content, they are more likely to remember the product features and feel good about it. Especially those storylines involving local culture or traditional elements are more likely to trigger emotional recognition from the viewers, which can be transformed into actual purchasing behavior (Agathalia & Chandra, 2023).

Emotional interaction involves incorporating elements into the video content that can trigger an emotional response from the viewer, such as real farmer stories, consumer experiences, or other emotional content that can inspire empathy. These elements not only create emotional resonance in the viewer but also establish a deep psychological identification with the product (Alghizzawi et al., 2024). For example, by showing the hardship of farmers working in the fields and their love and dedication to the land, the video can make viewers feel the story and value behind the product, thus enhancing their trust in the product (Dendi et al., 2023). At the same time, showing consumers' actual experience and feedback allows potential customers to see how other consumers really feel about the product and how satisfied they are with it. This form of emotional interaction can significantly increase viewer engagement and have a positive impact on their purchasing decisions. Research shows that emotional content that triggers empathy in viewers is more likely to drive their purchase intent (Yu et al., 2024).

Social proof is a key means of shaping viewers' trust and purchase intent by leveraging the influence of consumer reviews and opinion leaders. Incorporating positive user reviews, video testimonials from actual users, or experience sharing from well-known opinion leaders into video content can significantly increase a product's credibility and appeal (Xue & Musa, 2024). Viewers are often more likely to trust real feedback from other consumers, especially when it comes to product quality and service. In this way, user reviews and testimonials can reduce potential consumers' concerns and enhance their trust and purchase intent (Wu, 2024). In addition, collaborative promotions with well-known opinion leaders can leverage their audience base and influence to expand the product's reach and brand impact, thereby directly driving potential consumers' purchasing behavior (Liu et al., 2022).

Taken together, by skillfully integrating the above video elements, the content designed can not only effectively showcase the unique advantages of agricultural products, but also strengthen viewers' purchase intent through multi-level emotional and social interactions. To achieve the best marketing results, video content design should focus on the appropriate use of these key elements to better attract consumers' attention and increase their engagement and purchase motivation (Han et al., 2022).

2.1.5 Video development steps

The first step, good pre-planning is an important entry point. In this process, it is important to determine the theme of the video, the target audience, and what you want to express. In the short video for agricultural products promotion, in the planning stage, focus on showing the features, advantages and the story behind the agricultural products, so as to attract consumers' eyes.

The second step, in the whole video production process, the shooting stage is one of the most intuitive steps. In this process, filming equipment, filming site, filming angle, etc. are necessary, so as to better capture the original face and vivid details of the things to be filmed. In the production process, it is important to pay attention to the

elements of light and shadow, color, composition, etc., in order to create a picture that is consistent with the theme and atmosphere of the film.

The third step, post-production, this stage contains a lot of work, such as editing, special effects, dubbing, soundtrack and so on. After post-processing, the footage shot can be spliced together to make a coherent and consistent video. Adding some special effects to the video can increase the realism and interest of the picture. And the choice of dubbing and music can create sound effects that are consistent with the mood and atmosphere of the movie, which improves the audience's viewing experience.

The fourth step, when the video production is completed, the next step is to publish and publicize. On this basis, this paper proposes a new marketing strategy and monitors it effectively. By effectively publicizing the product, more potential consumers can see and understand the product promotional video, and increase the popularity and sales of the product.

2.1.6 Video evaluation part

The key to evaluating the quality of a video is to evaluate it. This involves evaluating whether the video content can accurately and comprehensively display the features and advantages of the product, and whether it can deliver the promotional message of the product. On this basis, the content of the short video also needs to be evaluated to determine whether it can resonate with the audience and thus trigger consumers' willingness to buy. The feedback evaluation of the audience is also an important part in the evaluation of the videotape. From the audience's feedback, it gives a good indication of the acceptance and impact of the video among the audience. Through the collection of data such as comments, likes, and shares from the audience, it can analyze the audience's enjoyment of the video content, changes in perception of the product, and the increase in purchase intention. The evaluation of the impact on video delivery is also an important aspect of evaluating video quality. This includes traffic statistics such as clicks, retweets, likes, etc. on various platforms, as well as the search ranking of the video. By analyzing these data, we can better understand the video's dissemination range, audience groups and degree of influence, and prepare for the next step in the publicity strategy. In addition, the evaluation of the video production process is also a part that should not be ignored. It includes the evaluation of video quality, editing techniques, the use of special effects and so on. By evaluating each key technical element, we can better understand the visual and auditory performance of the video and identify areas for improvement, thus improving the quality of the video production(Cai, 2020).

2.2 Content

2.2.1 Meaning of content

The significance of the content mainly refers to the topics, opinions, arguments, data and other relevant information contained in the literature being reviewed. These contents form the central part of the literature review, allowing researchers to have a more comprehensive and in-depth understanding of the significance of the contents in the agricultural products promotion videos, which may include, firstly, a brief introduction of the agricultural products, including its types, characteristics, growing

environment, production process, etc., to help the users better understand the basic information of the products. Secondly, the value and advantages of the agricultural products are discussed, emphasizing the uniqueness and attractiveness of the products and increasing the consumers' desire to buy. In addition, the promotion strategy, market status and future development direction of agricultural products can be analyzed and discussed to help researchers grasp the market trend, so as to formulate an effective promotion strategy(Jiang & Nong, 2021).

2.2.2 Importance of content

Video is a kind of technology that integrates image, sound and text, which can show the form, movement and process of things in a visual way, so that the audience can better understand and accept it. In the promotional activities of agricultural products, video can visualize the production environment, production process, quality characteristics, etc., and improve consumers' confidence and willingness to buy. Video has a broad dissemination channel and a large audience base. With the development of the Internet, videos can quickly spread to every corner and attract the attention of many potential customers. In addition, it can be shared and reproduced on social media, short video platforms and other platforms, thus further expanding the spread and influence of video. Videos can tell stories, show characters, and elicit emotions from viewers. In the promotional activities of agricultural products, the scenes of farmers' hard labor and the stories behind the agricultural products can be displayed, which can make consumers identify with and trust the agricultural products, and thus enhance their brand image and market competitiveness(Bentley et al., 2019).

2.2.3 Content elements

First of all, the plot is the core of the movie. A good plot can catch the audience's eyes and resonate in their emotions, thus making them re-watch it. In the short film of agricultural products promotion, a compelling story line can be constructed in the form of a story about the agricultural products, the hard work of the farmers and the special value of the goods.

Secondly, characters and characters are two important elements in video content. The setting of characters and the performance of actors will directly affect the audience's feeling and perception of the movie. In the short film of agricultural products promotion, farmers, consumers and other characters with affinity and representativeness can be selected, so that the audience can feel the charm and value of agricultural products more truly.

In addition, in the content of the video, the visual effect plays a pivotal role. Through reasonable picture composition, color matching, and special effects, a distinctive visual effect can be created, increasing the video's ornamental and watchability. In the short video of agricultural products promotion, aerial photography, macro shooting and other techniques can be used to show the growing environment and fine features of the agricultural products, so that the audience can have a more intuitive understanding of the products.

In addition, sound elements are also a complete video content. Background music, dubbing and sound effects can enhance the emotional performance and atmosphere of the movie. In the agricultural products promotion movie, the background music suitable for the subject matter can be selected, with clear and natural voice-over and sound effects, so that people can have a feeling of being in the realm while watching the movie.

Finally, at the same time, subtitles and narration are also a very important content. Adding subtitles and narration in the movie can provide a more in-depth explanation and narration of the content of the movie, so as to deepen the understanding and reception of the movie. In the short films of agricultural products promotion, subtitles and voice-overs can be used to highlight the features and advantages of the products and convey the brand's ideas and values to the consumers (Wu, 2019).

2.2.4 Video Content Design

2.2.4.1 Content Design

As a key communication tool, video design not only showcases the features of a product, but also enhances viewers' attention, information memory and emotional response to the content through a variety of visual and auditory elements. In recent years, research on how video design influences consumer perception and behaviour has revealed some important insights. For example, a study of how museums engage young virtual visitors through short TikTok videos showed that the use of design elements such as text-based messages, subtitles, hashtags, and background music significantly increased audience engagement, such as the number of likes, comments, and followers (Lau et al., 2024).

Colour and sound effects are important elements in video design that directly affect the perceptual and emotional responses of viewers. Research has shown that music in videos not only conveys cultural identity, but also captures the viewer's attention, evokes an emotional response, and enhances the memorability of the video (Coronel & Irimiás, 2022). Colour, on the other hand, is often used to highlight product features, enhance visual appeal, and influence consumers' emotions and memories. For example, one study found that videos with bright colours and contrast effects increased consumer attention to the product and enhanced brand memory through emotional arousal mechanisms (Peng et al., 2023).

Screen structure (e.g., camera switching, dynamic display and image sequencing) also plays a crucial role in shaping consumer perceptions and behaviours; studies on short-form video platforms such as TikTok have shown that dynamic camera switching and well-designed image sequences can enhance viewers' immersive experience and interactivity, which can in turn increase viewers' purchase intentions (Ayamuang & Nuangjamnong, 2023). In addition, scene switching and image arrangement in videos can not only influence the viewer's processing speed of information, but also enhance viewers' content memory and brand awareness by attracting attention.

Emotional content and narrative strategies are also elements that cannot be ignored in video design. By introducing consumers' real experiences and feedback, videos can effectively stimulate viewers' emotional resonance and enhance their brand identity. According to one study, narrative video content can significantly increase viewers' purchase intent by eliciting empathy, especially when it involves cultural or emotional elements (Li & Pan, 2022). In addition, by showcasing the story behind a brand or product, videos can create a deeper emotional connection between the brand and the consumer to stand out in a competitive market environment (Lick, 2021).

Storytelling plays an important role in video content design. Successful storytelling is effective in triggering emotional resonance and enhancing viewers' memories of brands and products. Here are some key guidelines for storytelling:

Authenticity: Stories should show the real production process behind the product, the life of the grower or the unique cultural value of the produce, thus enhancing the

credibility of the video content.

Simplicity and clarity: The structure of the story should be clear and concise so that viewers can quickly understand and remember the core message.

Cultural relevance: Incorporating local cultural elements (e.g., the history or traditions of Luoyang) can be effective in enhancing viewers' sense of identity and emotional connection.

Emotional resonance: By showing consumer use scenarios or the hard work of farmers, it stimulates an emotional response from viewers and connects that emotion to the product.

By following these principles, video content can better capture viewers' attention and enhance brand image and market competitiveness.

In summary, video design elements have significant effects in enhancing consumers' attention, strengthening information memory and stimulating emotional responses. Future video content design should place more emphasis on diverse design strategies that combine colour, sound effects, picture structure and emotional content to optimise consumers' cognitive and behavioural responses.

2.2.4.2 Impact evaluation and case studies

The effectiveness of video design in enhancing consumer awareness and influencing their behaviour has become an important topic in current marketing research. To evaluate the effectiveness of video design, it is important to first define its objectives, define relevant evaluation metrics, and adopt appropriate measurement methods. For example, increasing brand awareness, enhancing product memory, promoting emotional resonance, and increasing purchase intent are common objectives (Lau et al., 2024). These goals can be achieved through a variety of design elements in the video, including colour, sound effects, frame structure and emotional content (Coronel & Irimiás, 2022; Ayamuang & Nuangjamnong, 2023).

Studies have shown that video design effectively influences consumer behaviour through mechanisms such as attracting attention, evoking emotional responses, and enhancing information memory. For example, background music plays a key role in enhancing product awareness and brand memory by communicating brand personality through cultural identity and enhancing viewers' attention and emotional engagement (Coronel & Irimiás, 2022). Similarly, dynamic shots and emotional narratives can change viewers' purchasing behaviour by triggering their emotional resonance and identification (Li & Pan, 2022). These studies show that the selection and combination of video design elements have a significant impact on brand communication effectiveness and market impact.

Research Case Study: Coca-Cola and TikTok Co-Promotion

A typical case study is Coca-Cola's collaboration with TikTok, where the short-form video platform's hashtags challenges were used to successfully increase consumer awareness and interaction with the brand. For the campaign, Coca-Cola designed a series of colourful and dynamic videos that not only used highly saturated colours and pop music, but also cleverly incorporated cultural symbols and trends familiar to a young audience. This video design strategy triggered a high level of audience engagement through both visual and auditory stimulation, significantly increasing the number of likes, shares, and comments on the content, thus boosting brand exposure and awareness (Lau et al., 2024). In addition, this increased engagement translates into higher purchase intent, especially among younger consumers.

Case study: Nike's 'You are the possibilities' campaign

Another successful case study is Nike's 'You Are the Limitless Possibilities' campaign, which successfully enhances the brand's emotional impact through the use of touching storylines and real-life narratives. The video not only shows the struggles and emotional turmoil of the athletes, but also further deepens the emotional resonance of the viewers through slow-motion close-ups and dynamic music. Research shows that this emotionally driven narrative strategy significantly improves viewers' brand memory and identification, as well as their purchase intentions (Li & Pan, 2022). Within a week of the advertisement airing, Nike's sales in the target market increased significantly, demonstrating the effectiveness of this video design strategy in promoting consumer behaviour change.

It is evident from these cases that the success of video design depends not only on the clever combination of visual and auditory elements, but also on how these elements are integrated into a narrative structure with strong emotional appeal. These findings support the necessity of combining multiple elements in video design and provide valuable insights into how to optimise video content in practical applications.

Narrative plays a crucial role in video content design, capturing the audience's attention and building emotional resonance that enhances the brand's impact. A successful narrative strategy consists of several key principles: authenticity, brevity, cultural relevance, and emotional resonance. Authentic narratives can show the story behind the product, such as the working life of farmers or the production process of agricultural products, which helps to enhance consumer trust and emotional connection. In addition, the concise and clear story structure helps the audience to quickly understand and remember the core information and enhance the impression of the video content. Cultural relevance emphasizes the integration of local cultural elements into the narrative, such as displaying Luoyang's unique agricultural culture or traditional crafts, thereby enhancing consumers' emotional identity and regional belonging. Finally, by showing consumers using the product or farmers working hard, the narrative can trigger an emotional response in the audience, thereby increasing the willingness to buy.

2.2.5 Content management

Educational videos are focused on imparting knowledge and skills. These videos are usually accompanied by detailed explanations, demonstrations and examples to help the trainees gain a deeper understanding and mastery of the relevant techniques in the field. In terms of scientific research, teaching videos can be a kind of auxiliary teaching material to enable students to have a deeper understanding and application of what they have learned.

A promotional video refers to the publicity of a certain commodity or a certain idea. The promotional video can stimulate the audience's purchasing willingness or recognition by showing the product's characteristics, advantages and use scenes. In the promotional activities of agricultural products, the growing environment, quality characteristics, and market value of agricultural products are visualized through intuitive ways, which enhances consumers' recognition and willingness to buy.

Documentary video is a kind of objective and real video, which mainly records real historical events or scenes. This kind of video can provide researchers with first-hand data and basis, and provide support for researchers' viewpoints and analysis. For example, in agricultural research, video data can record the growth process of crops,

the implementation of agricultural technology, etc., providing valuable field information for researchers.

Entertainment video is a kind of program mainly for entertainment and recreation, which has a broad audience. This type of video often contains humor, humorous or touching elements that can attract the attention and love of the audience. In terms of academic research, entertainment videos can provide examples for the study of audience psychology and media effects, and help to understand audience preferences and behavior.

The interview type of video presents the guest's viewpoints, experiences, and opinions in a conversational and communicative manner. This type of video can provide a deep dive into a topic or field, thus giving people deep thoughts and inspiration. In the field of academic research, interview-style videos can be used to obtain the views and opinions of professionals, thus providing useful reference and inspiration for researchers.

This study will focus on promotional videos based on the characteristics of agricultural products, and will continue to make adjustments based on feedback after the videos are released.

2.2.6 Principles of content design

In the continuous process of video content creation, many researchers have shaped the basic principles, in general, it refers to the production and design of video content should follow certain guidelines, in today's era of social media promotional activities, these principles of video content production to ensure that the communicator adhere to certain norms, from the point of view of the actual effect, it helps to improve the attractiveness of the product or service. It also helps to increase the attractiveness of the product or service in terms of its effectiveness, and gives the audience a better sense of trust in the process of social media promotion. The study also synthesizes the findings of a number of studies that help to establish the effectiveness of these principles, and argues that video content must be promoted based on the principles (Hu, R. Z., & Wei, J. Y. 2021).

Specifically, of course, the first principle of video content production is the attraction of consumers, in the social media platform due to its unique attributes, such as the speed of the user to obtain information is extremely fast. Therefore, the short video should be in the beginning of the audience's attraction and attention, in the specific performance, such as interesting title, and other content can help to carry out a good attraction, and in the short video environment of the media, the audience has frequently shown a lack of interest in long video or complex video, which are all without exception argues that the content of the video should focus on the simplicity of the video, in the effective time, efficiently highlight the core message and content of the video. (Liu, T.Y., Wang, X.W., Jia, R., N., et al.) N. et al. 2020). In addition, appropriate music, sound effects and dubbing can enhance the emotional effect and viewing experience of the video and increase the emotional resonance of the audience. In addition, appropriate music, sound effects and dubbing can enhance the emotional effect and viewing experience of the video and increase the emotional resonance of the audience.

2.2.7 Content evaluation

When evaluating a video, one of the main evaluation metrics is whether or not it fits the theme. A good video must be tightly focused on the theme, and its content must

be organized and logical. When evaluating, we have to pay attention to whether the video can correctly express the main idea to be conveyed and express the main idea to be conveyed well. Whether the video content is novel or not is also an important consideration when evaluating. Novel content can attract the attention of the audience, arouse their interest and improve their communication ability. When evaluating, you should focus on the novel angle, unique narrative approach or novel presentation of the movie, so that how it is different from similar movies. In addition, evaluating the authenticity and objectivity of the video content is also an important aspect of evaluation. A responsible movie must be based on facts without any exaggeration or distortion. When evaluating, we have to review the authenticity, truthfulness and legality of the video materials. At the same time, the visuality and auditory perception of the image are also important indicators of the quality of the video. A good visual and auditory feeling can improve the user's visual and auditory feeling and increase the user's attraction to the video content. When evaluating, we can measure its production level from several perspectives, such as the quality of the video, editing techniques, sound effects, soundtrack and so on. Meanwhile, the user's evaluation is also an important reference for evaluating the video content. And the audience's evaluation of the film is the most intuitive reflection of the acceptance and influence of the film. Through the collection and analysis of audience's comments, likes, shares and other data, we can grasp the degree of audience's love for the video, changes in perception and future trends(Chen, 2017).

2.3 Luoyang Community

2.3.1 Luoyang's geography

Luoyang is a famous historical and cultural city in China, situated in the western part of Henan Province, in the middle reaches of the Yellow River Basin. Luoyang's unique location advantage makes it the political, economic and cultural center of the Central Plains. Luoyang has a variety of different terrains and landscapes. Mountains, hills, plains and basins coexist here, with mountains and hills dominating the north and south, and plains dominating the center and east. Luoyang's unique geography and distinctive geographic environment give it good advantages for agricultural development and tourism development, as well as rich natural landscape resources.

Climatically, Luoyang belongs to the subtropical continental monsoon climate zone, with four distinct seasons, abundant sunshine, abundant rainfall and abundant rainfall. The climatic characteristics of this region make Luoyang's agricultural development very favorable, especially with wheat and corn as the main crops and apples and pears as the main crops. Luoyang also has a well-developed river system. With the Yellow River, Luo River, Yi River and other rivers running through the city, it not only has ample water resources, but also has beautiful scenery. It is the main source of water for both agricultural irrigation in Luoyang and for industrial and domestic use in the city(Zhang & Tang, 2016).

2.3.2 Population (total population from the census)

The population census in Luoyang City has been under way in order to obtain comprehensive and accurate basic information on the size, structure and distribution of the population of the city. Based on the results of the census, important information on

the total population of Luoyang, the proportion of the urban and rural population, the sex ratio and the age structure of the population has been grasped. The results can provide a scientific basis for the trend of population change in Luoyang City, for the scientific formulation of population policy and the promotion of economic and social development. According to the official website of Luoyang Municipal Government, Luoyang has a current resident population of 7,079,000, of which 4,706,000 are urban residents, with the urbanisation rate of the resident population reaching 66.48%. In addition to the total population size, Luoyang city's population structure and distribution also show some characteristics. For example, the proportion of urban and rural population in Luoyang City gradually tends to be balanced, and the speed of urbanisation is accelerating; the sex ratio remains basically unchanged, but there are differences between regions; in terms of age structure, the problem of ageing is becoming more and more prominent in Luoyang City, and the proportion of the elderly population is on the trend of increasing year by year. According to the demographic information, and the spatial structure and spatial distribution characteristics of the urban population, it is the basis for developing targeted marketing of agricultural products.

2.3.3 Occupations of people in Luoyang community

Luoyang is a city with a long history and cultural heritage, and the prosperity of its tourism industry has also promoted the vigorous development of related industries in the region. In recent years, a large number of tourism service talents, tour guide talents and hotel management talents have emerged in the development of Luoyang's tourism industry, making great contributions to promoting the development of Luoyang's tourism industry. Such professional groups not only provide impetus for local economic development, but also facilitate cultural exchange and communication. With the continuous development of Luoyang's social economy, the number of people engaged in commerce and industry and other professions in the city is also increasing. Many residents have opened stores, restaurants, and handicraft stores in their neighborhoods with a wide variety of goods and services. These businessmen not only solve the needs of local residents, but also bring jobs and income to the local economy.

In addition to this, there was a group of talented people who specialized in various fields such as education, medicine and culture, and these people were the main driving force behind the social development of Luoyang. They are schoolteachers, doctors and cultural workers who give great support to local education, medical care and culture. These occupations play a positive role in upgrading the quality of community residents, safeguarding their health and enriching their cultural life. In terms of the occupational composition of community residents in Luoyang, there are still traditional occupations such as farmers and artisans. Although the identity of such professional groups has changed in modern society, they still retain their own unique cultural characteristics and values, and have played a role in the diverse development of the community(Ding, 2010).

2.3.4 Average annual income of people in Luoyang community

According to the Luoyang City National Economic and Social Development Statistics Bulletin released by the Luoyang City Bureau of Statistics, the average annual income of residents in the Luoyang community has shown steady growth in recent years. Specifically, the per capita disposable income of Luoyang residents in 2022 was 31,586 yuan, an increase of 4.5% over the previous year. Among them, the per capita disposable income of urban residents was 43,633 yuan, an increase of 3.7%; the per

capita disposable income of rural residents was 18,306 yuan, an increase of 6.1%. This data shows that the income level of residents in the Luoyang community is rising, and that the income gap between urban and rural areas is gradually narrowing(Zhang et al., 2023).

2.3.5 Luoyang agricultural products

Luoyang has a wide range of specialized agricultural products. From traditional grain crops such as wheat and corn, to vegetables and fruits, to specialty livestock products and aquatic products, Luoyang's agricultural products cover all aspects of agricultural products. For example, Luoyang Mengjin pear, which has more than a thousand years of cultivation history, is popular for its unique flavor and quality. In addition, Luoyang's Luanchuan Bean Curd, Luoning Jinzhu Fruit, and Yichuan Brown Skinned Side Ears have gained widespread recognition among consumers for their unique flavor and nutritional value. The focus of Luoyang's agricultural development is on quality, with an emphasis on brand building. In order to ensure the safety and quality of food, Luoyang government has taken a series of measures to promote the standardization of agricultural products. At the same time, Luoyang is also trying to build its own brand of agricultural products, to enhance its brand image and influence by branding and marketing. For example, Luoyang Dukang, with its long history and unique brewing technology, is known as "China's best wine" and a "business card" of Luoyang's agriculture. In addition, Luoyang's agricultural industrialization and scale level has been further enhanced. Luoyang based on the advantages of local resources, vigorously develop the characteristics of agriculture, promote deep processing of agricultural products, extend the industrial chain, and establish an agricultural industry chain covering planting, breeding, processing, sales and other links. In this way, it can not only enhance the value of agricultural products, but also promote the development of rural economy, so that farmers can increase their income(Wang et al., 2021).

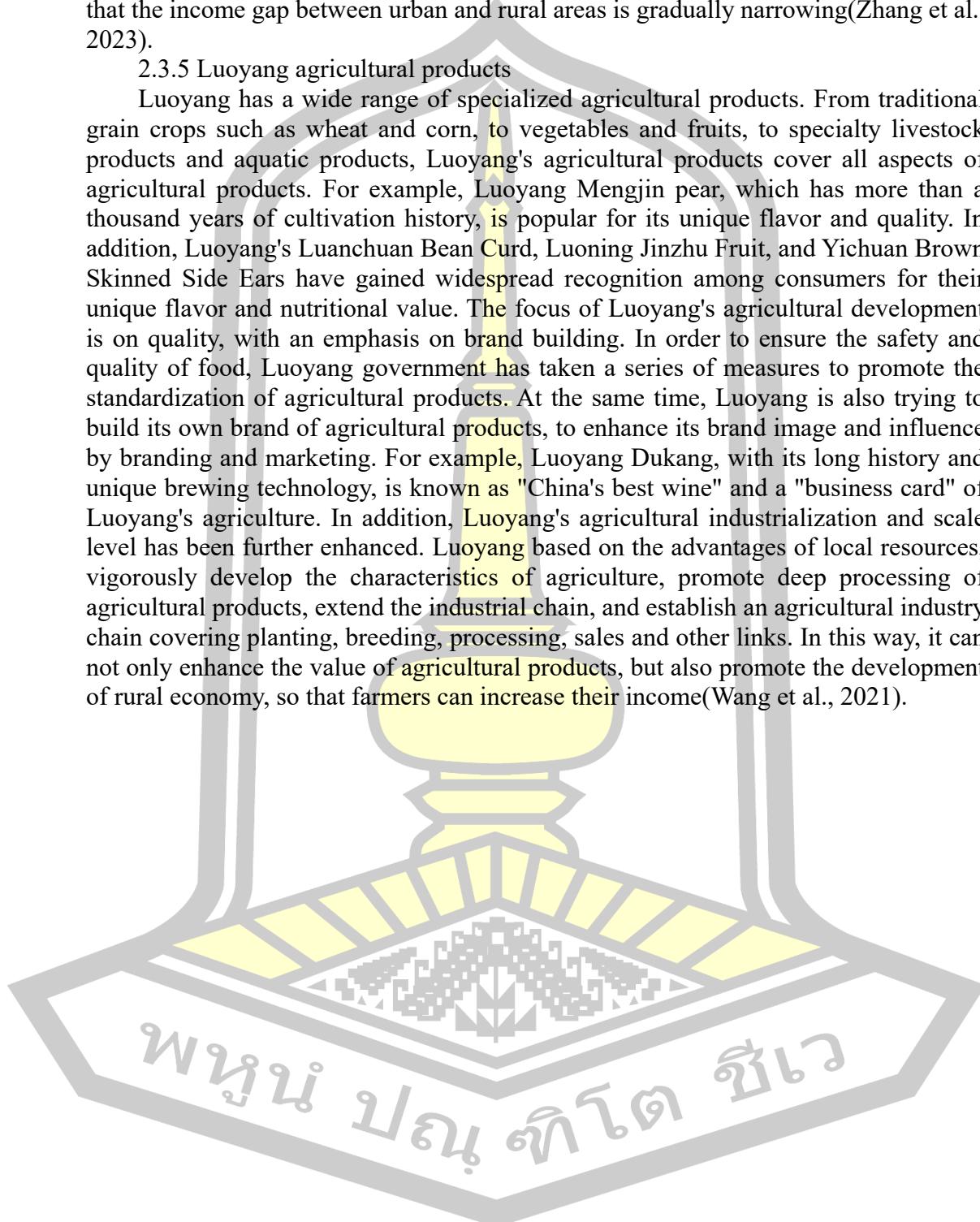




Figure 1: Shanggo apple (Source: Photographed by researchers)

2.3.6 Types of agricultural products

Located in the western part of Henan Province in China, Luoyang has been a region that is mainly characterized by farming since ancient times and has been a very developed region in history. The special characteristics of geographic location and climatic conditions, together with the long history of agricultural production, have made the agriculture here very rich and varied. In this paper, the main types of agricultural production in Luoyang are organized and summarized. The main agricultural production in Luoyang is grain-based. Located in the Yellow River valley area, Luoyang is a fertile land suitable for the growth of many kinds of grain crops. Luoyang is dominated by wheat and corn, which are high in yield and quality. In addition to providing economic income for local farmers, it also provides a large amount of raw materials for the food processing industry. Luoyang's fruit industry is also unique. Luoyang's climatic environment is very suitable for fruit cultivation, so it produces a wide variety of fruits with excellent quality. Fruits such as Shanggo apples, Mengjin pears, Songxian's peaches and other fruits with delicious flavor and high

Nutritional value are very popular among people. Especially Luoyang Mengjin pear, is known for its thin skin and flesh, juicy and sweet. In addition, in Luoyang, the vegetable industry has also been greatly developed. Luoyang has four distinct seasons and sufficient sunshine, which is suitable for the growth and development of vegetables. There are many varieties of vegetables in Luoyang, including leafy vegetables, root vegetables and eggplant and fruit. These vegetables not only sell well locally, but are also exported to all over the country, playing a great role in Luoyang's agriculture and economy. Luoyang not only has the specialty agricultural products mentioned above, but also has very rich livestock products and aquatic products. Luoyang's animal

husbandry is dominated by pigs, cows and sheep, which are famous for their meaty, flavorful and nutritious products. In addition, Luoyang's Yellow River carp, grass carp and other aquatic products are favored by consumers for their delicious taste and unique cooking methods(Shi, 2018).



Figure 2: Agricultural growers (Researchers take photos)

2.3.7 The value of Luoyang agricultural products

Luoyang's agricultural products have high economic value. Luoyang is dominated by grain, vegetables, fruits, livestock and aquatic products, which is an agricultural product with great competitive advantages. Luoyang's agricultural products are of good quality and taste, popular with the general public and in great demand in the market, creating considerable economic benefits for farmers. Meanwhile, Luoyang's agricultural products export also shows strong growth, which plays a positive role in Luoyang's economic development. Luoyang's agricultural culture is also not to be ignored. Luoyang is a city with a long history and cultural tradition, and the agricultural products it produces are equally rich in cultural connotations. For example, the peonies in Luoyang are famous all over the world, and the "Peony Cake" in Luoyang is made of peonies, which is not only delicious but also rich in cultural connotations. In addition, Luoyang's agricultural products are closely connected with local folklore and traditional crafts, which constitute Luoyang's unique farming culture. It is both a material and spiritual wealth, which has a positive effect on the inheritance and development of Luoyang culture. Luoyang's agricultural products also have great social benefits. The production and sale of agricultural products directly affect the income and quality of life of farmers, as well as the food security and food safety of our country. Luoyang's agricultural products are of good quality and strict quality supervision, which plays an important role in our food security. At the same time, Luoyang's agricultural products processing and circulation has also driven the development of many neighboring industries, which has played a great role in supporting local employment and promoting

the development of the local economy(Wang, 2016).

2.3.8 Luoyang Agricultural Products Market

The agricultural products market in Luoyang is characterized by diversification. Grain, vegetables, fruits, livestock and aquatic products are the main products in Luoyang, constituting a diversified circulation pattern. Different types of agricultural products have different supply and demand relationships, price changes, etc., which provide a large amount of choice space for the main market participants. Various forms of transactions exist in Luoyang's agricultural products market. In Luoyang, the traditional trading mode of market trading and small purchase is still continuing, while the rapid development of the network and e-commerce has made online trading has gradually taken over the dominant position. Online trading not only improves the awareness of trading, but also broadens the sales channels of agricultural products, bringing more business opportunities for farmers and enterprises. Secondly, Luoyang's agricultural products market has strong competitiveness; Luoyang's agricultural products market is a big market composed of farmers, traders, wholesalers and retailers. Such competition promotes the quality and reasonable prices of agricultural products. In order to obtain greater market competitiveness, farmers and enterprises have strengthened their branding and improved product quality and services, promoting the rapid development of Luoyang's agricultural products consumer market. Meanwhile, policy and environment are also an important reason for the development of Luoyang agricultural products market. The development and operation of Luoyang's agricultural products market is constrained by government support policies, market access system, quality and safety supervision and other factors. At the same time, changes in the domestic international and domestic market environment as well as changes in consumer demand will have a certain impact on Luoyang's agricultural market(Zhang, 2020).

2.4 Social media platforms

2.4.1 Definition of social media platforms

Social media is a digital communication tool based on Web2.0 technology such as online communities, blogs, forums, Microblogs, Weibo, WeChat, live streaming platforms, video sharing and social networks, which is characterized by participation, openness, communication, dialogue, community-based, links and hyperlinks, enabling users to create and communicate autonomously. It is a user-centered, user-centric, user-centered and user-driven interactive platform. Social media empowers every user to create and share their own content, they can share their information on their own web pages, share, share, discuss and modify the original content easily. Social media is more interactive than traditional media. Social media is an important way for users to create, share and exchange information. In addition, social media has various forms such as platform, community, tool and ubiquity. Platform media represented by Weibo and WeChat have the function of aggregating resources, responding to demands and creating value; community media such as WeChat and Douban groups form contact groups based on social networks; tool media like keep and Gudong mainly provide services; and ubiquitous media refers to the embedding of all contents and services with

social attributes in the form of associations into the social media's multiple channels. The ubiquitous media refers to the embedding of all content and services with social attributes into multiple channels of social media in the form of connections(Liu, 2018).

2.4.2 Benefits of social media platforms

On social media platforms, the beauty and unique culture of Luoyang's rural communities have become popular topics, triggering widespread discussion and dissemination. This brings excellent opportunities for Luoyang rural communities to promote agricultural products and rural tourism on social media (Dang, Z.Q. 2019). In addition, the Luoyang community's agricultural products have been widely disseminated on social media. On China's social media platforms, more and more consumers are seeking healthy, green, and local products, and the agricultural products of Luoyang's rural communities are favored by consumers for their unique qualities and stories. Therefore, Douyin has become an important platform for Luoyang communities to promote and sell their agricultural products (Yu, Q., & Li, H. 2018).



Figure 3: Online sales (Researchers take photo)

2.4.3 Types of social media platforms

Depending on the type of social media, it can be categorized as "social networking" or "media". Social media like Facebook, Twitter, and LinkedIn allow users to create profiles, post messages, interact with friends, and share photos and videos. These platforms allow users to create their own social circles and communicate with each other to share information. At the same time, social media combines the features of traditional media such as YouTube, TikTok, Douyin and social media. In such platforms, users can express their ideas or opinions in a short time, thus gaining more attention.

Secondly, from the user's point of view, social media can be further divided into traditional and mobile. Traditional social media is computer-based, while mobile social media is mainly for cell phone users, such as WeChat, WhatsApp, Instagram and so on. Mobile social media applications can give full play to the advantages of mobile terminals, such as portability and real-time, to bring users more convenient and

effective social services.

In addition, social media can also be divided into two categories, professional and public, according to their respective specialties. Professional social media is for certain special industries or fields, such as healthcare, education, finance and so on. This platform will provide a platform for industry players to exchange opinions, share experiences and seek partners. And social media has a wider range of audience, covering different interests and different habits.

Finally, instant messages are also an important social media. They are mainly used to send text messages, sound, video, documents like QQ, MSN, Skype and so on. These tools provide an instant and effective method of communication, making social interaction easier and more direct(Zhang, 2022).

2.4.4 Components of social media platforms

First of all, users play a vital role in social media. Users can log into their accounts, create their profiles, post messages, share information and communicate. The survival and development of social media cannot be separated from the needs and interests of users.

Secondly, social media is supported by a platform. It provides users with interface, data storage and processing, and information security and privacy. The design and function of the platform directly affect the user experience and social effect.

In addition, the content in social media is essential. This includes multimedia information such as text, images, video, audio, etc. generated by users themselves, as well as various functions and tools provided by the platform such as topic tagging, liking, commenting, retweeting, etc., which facilitate interaction and communication among users.

In addition, social relationships are a big factor in social media. Users communicate with other users through behaviors such as "following", "liking", and "commenting", thus constituting a social network. Such social connections can not only promote the transmission and sharing of information, but also strengthen the sense of belonging and participation of users.

Finally, there is the operation and promotion of social media. The platform needs to attract and retain users through marketing, activity planning, data analysis, etc. to enhance its brand awareness and influence. At the same time, it should also strengthen the management and regulation of user behavior and content to ensure the health, safety and stability of the platform(Liu, 2018).

2.4.5 Steps in designing and developing social media platforms

The steps involved in designing and developing a social media platform typically involve several key components that are designed to ensure that the platform is stable, easy to use, secure, and meets the needs of its users. The following is a generalized overview of the steps:

Needs Analysis

First of all, it is important to do a good market research and analyze the needs of the target customer base. This involves understanding the user's age, gender, interests, usage habits, etc., as well as their specific expectations and functional needs for social media. Through questionnaire surveys, user interviews and other methods, a lot of research has been carried out on the system, laying the foundation for the design and development of the platform.

Platform Architecture Design

On this basis, the overall architecture design of the system was carried out. This includes deciding the front-end interface, back-end system, database structure and so on. On this basis, it should also fully consider its scalability, stability, security and other aspects of the problem, so that it can adapt to future development and change.

the function development

On this basis, the code is written and the function is developed. It contains user registration and login, personal information management, content publishing and sharing, social interaction (such as likes, comments, private messages), search and recommendation. When designing, attention should be paid to the user's experience to ensure that the interface is simple and easy to operate.

Testing and optimization

After the completion of the functional development, the system should be tested, including functional testing, performance testing, security testing and so on. Through the test, find out the possible problems and weaknesses, and to amend and optimize. And through the test of some users, listen to their views and opinions, in order to improve the platform.

On-line and Promotion

After a lot of testing and optimization, the platform can finally run officially. At this time, a series of promotion is needed, such as online advertising, social media marketing, partner promotion, to attract more people. At the same time, through the feedback of users, the opinions and suggestions made by users are collected and processed in a timely manner, so that it can be continuously improved.

Operation and maintenance

After the platform is established, it needs to be operated and maintained continuously. This includes content management, user relationship maintenance, data analysis and mining, security monitoring, and so on. Use business activities to improve user motivation; use big data to optimize the performance of the platform; use security monitoring to ensure the security and stability of the platform.

2.4.6 Principles for using social media

The principles of using social media can be summarized as follows:

1) Protect privacy and information security

When you are using social media, your first guideline is to ensure your personal privacy and the security of your information. Users should be careful when publishing and sharing private information so as not to leak personal data, such as identity card numbers, bank account numbers, etc. At the same time, care should be taken to guard against various risks such as online fraud and information theft. The platform should also encrypt and protect the privacy of data to ensure the security of users' data.

2) Respect for others and compliance with laws and regulations

In social media, users must respect the rights of others, including intellectual property rights, the right to reputation and the right to privacy. Please do not publish any article that infringes on the rights of others, such as unauthorized copying and malicious slander. In doing so, be conscientious and abide by the law by not uploading illegal and unlawful information, and by not engaging in online violence and rumor spreading.

3). Post and share content responsibly

When users use social media, they should be responsible for their content. Ensure that the information provided is true, correct and valuable, and will not mislead others

or spread untruths. On the basis of social responsibility, actively participate in the discussion of social issues and promote positive energy.

4) rational use of social media resources

Social media is a platform for resource sharing, so people should make reasonable use of it. By paying attention to high-quality accounts, participating in useful activities, learning new knowledge, and comprehensively improving their overall quality. In addition, be careful not to indulge in the network, plan their time regularly, and develop good living habits.

5. Active participation in interaction and feedback

Social media is a highly interactive medium, users should actively participate in the interaction and communicate and discuss with others. By "liking", "commenting", "retweeting" and other ways to show their own views and attitudes, and pay attention to the views and opinions of others, and continue to improve their own use of social media. In conclusion, the use of social media should be

In conclusion, the application of social media should follow the following basic principles: protecting personal privacy, respecting others, posting content responsibly, utilizing resources appropriately, and actively participating in interactions. The research results of this project can not only help users establish a good personal image in social media, but also provide a strong guarantee for the healthy development of social media platforms.

2.4.7 Principles for evaluating the use of social media

When evaluating social media, the first guideline is to check the level of user engagement and motivation. It encompasses how often users interact with social media, the amount and quality of content posted, and user communication and discussion. Highly engaged and active users tend to have greater interest and dependence on the platform, as well as demonstrate the appeal and stickiness of the platform's content. The impact and influence of social media is an important criterion when evaluating social media applications. This can be measured in terms of how fast, how widespread, and the feedback received from users. Social media platforms with strong influence can quickly convey information to a wide range of users, attracting widespread attention and buzz, and thus play a positive role in public opinion guidance and branding. Secondly, user satisfaction and loyalty is an important indicator when evaluating social media. Through questionnaires and user feedback, user satisfaction with the platform is obtained. Meanwhile, users' loyalty can also be reflected by their long-term use of the platform, their recommendation of the platform and their tendency to choose competitors. Highly satisfied and loyal users will bring a constant flow of traffic to the platform and continue to create value. In addition, when evaluating social media, it is also important to combine its brand and business value. Brand value refers to the image and position of the platform in the minds of the public, and also reflects the value and culture carried by the platform. Its commercial value refers to the revenue generated by the platform through advertising, sponsorship, e-commerce, etc., which can also help the company's brand promotion and product sales. Social media platform is a product with great commercial value, the higher its brand value, the more likely to be welcomed by the market and businessmen(Feng & Li, 2017).

2.5 Perception theory

The central idea of perceptual theory is how humans process and understand information from the external world. Through the perceptual system, man receives visual, auditory, tactile and other information from the outside world and processes it, thus influencing his awareness and understanding of the outside world. In this process, factors such as an individual's experience, knowledge and emotions all have an impact on his perception of information. Perception theory is an important topic in the study of marketing and consumer behavior. Customers evaluate goods and services based on their perceptions of them. Consumers' perceived value of a brand is affected by both the attributes of the goods themselves and many other factors such as brand image, price and word of mouth. Therefore, companies must use market research and consumer behavior research to better understand the customer's cognitive process, and then develop effective marketing strategies. In addition, perception theory also emphasizes the interaction between people and the environment. Human perception is not only a negative response to external information, but also through their own actions and attitudes to the outside world. This requires companies to give full consideration to the cognitive process of customers and their feedback to the company and brand when formulating marketing strategies. On this basis, the paper will discuss the development lineage of cognitive theory, its main ideas and its application in various aspects. The research results of this project will contribute to an in-depth understanding of consumer behavior, predict market trends, and provide certain references for subsequent research and practice(Michel, 2020).

In the design and evaluation of video content, the criteria for assessing perceived outcomes are one of the key factors in determining whether video content is successful in influencing viewers. Evaluating the viewer's perception of video content typically includes the following criteria:

Visual and auditory experience: Whether the visual quality and sound effects of the video capture and hold the viewer's attention and enhance the delivery of information.

Information clarity: whether the information in the video is delivered in a concise and easy-to-understand manner, and whether the viewer can understand the content quickly and accurately.

Emotional resonance: Whether the video can arouse the viewer's emotional resonance, especially the emotional connection with the product's usage scenario and cultural background.

Action Motivation: Whether the video content successfully motivates viewers to purchase or take further actions, such as sharing, commenting or directly placing an order.

These criteria can be quantified by data such as viewer feedback, comments, viewing hours, retweet rates, etc. to assess the effectiveness of the video.

In order to better understand consumer responses to agricultural product video content, this paper will further discuss criteria for consumer perceived outcomes, which typically include changes in consumer cognition, emotional response, and behavioral intent after viewing the video. Effective video content should be able to enhance

consumer awareness of product features and stimulate their emotional resonance. When the video content can truly show the use scenario and actual effect of the product, consumer trust will be significantly improved. As an important dimension of perceived outcome, consumers' purchase intention is also widely used to measure the success of video content. The literature shows that data such as the number of video views, sharing and interaction rate can also be used as auxiliary evaluation indicators of consumer perception effect. Based on these criteria, research can more precisely measure the effectiveness of video content design in enhancing consumer perception and purchase intention.

2.6 Behavior of buyers of agricultural products

The purchasing behavior of agricultural consumers is a combination of many factors. The price, quality, brand, reputation, origin, and easy access to purchase are all important factors that affect the quality of agricultural products. For example, when consumers choose organic food, they are more concerned about organic certification, taste, and nutrition. In addition, factors such as consumers' age, gender, income, and education level may also have an impact on consumer behavior. For example, young customers may choose online shopping, while middle-aged and elderly customers may choose traditional shopping malls or supermarkets. Agricultural product buyers generally go through the process of demand identification, information collection, evaluation and selection, purchase decision and post-evaluation when making purchase decisions. In this process, consumers will compare and select various agricultural products according to their needs and preferences. In addition, external factors such as advertising, promotional activities, social media recommendations, etc. will also affect consumers' purchasing behavior. In addition, agricultural consumers also show diversified characteristics in their consumption behavior. With the popularization of the Internet and the booming development of e-commerce, online shopping has become the first choice of many consumers. Such a shopping method, convenient, diversified and personalized, can well meet the needs of customers to buy agricultural products at any time and any place. At the same time, some consumers have begun to pay attention to the source and quality of agricultural products and tend to buy from well-known companies or brands. Therefore, when researching the purchasing behavior of agricultural consumers, different regions, different cultural backgrounds and different consumption habits should be fully considered. For example, in some places, people choose locally produced agricultural products because they are more suitable for their tastes. However, in other places, there is a growing demand for internationalization and diversification of agricultural products(Wu et al., 2019).

2.7 Consumer Behavior

Consumer behavior refers to the behaviors and decision-making processes that

viewers exhibit after watching video content, including factors such as purchase intention, brand loyalty and willingness to recommend products to others (Xia, X.Y. 2021). The design and presentation of video content has a significant impact on viewers' behavior and decision-making. The design and presentation of video content has a significant impact on viewers' behavior and decision-making. Viewers' purchase intent typically increases after watching a video with an engaging storyline. Product demonstrations and storylines in video content can stimulate viewers' desire to buy and make them more inclined to purchase related products or services (Huang, J., Su, J., & Xiao, H. 2022). Meanwhile, viewers' identification with and preference for video content can also affect their brand loyalty. Viewers' emotional resonance and emotional experience of video content will have a positive impact on their brand loyalty. If viewers have a strong emotional experience while watching a video, such as an emotional experience with the video content, then viewers will be more likely to recommend the product to others. If viewers have a strong emotional experience while watching a video, such as being moved, delighted, or empathetic, then they will be more willing to share that experience with others and recommend related products or services (Li, Y. Q. 2020). In addition, when video content gets more exposure and distribution on social media and other platforms, viewers' purchase intention and willingness to recommend will also increase. Therefore, the attractiveness and dissemination of video content design has a significant impact on viewers' behaviour (Munich, 2010). Therefore, the attractiveness and dissemination effectiveness of video content design has a significant impact on viewers' behaviour (Munaro, A. C., et al.)

Table 1: Analysis of display consumer behavior

(negative prefix)	consumer behavior	Huang, J., Su, J., & Xiao, H. (2022).	Xia, X.Y. (2021)	Li, Y. Q.(2020)	Munaro, A. C., et al.(2021).	Total number of duplicates
1.	Identity and preference	a	a	a	-	3
2.	Video content also affects their brand loyalty	a	a	-	a	3
3.	Emotional resonance and emotional experience	a	a	a	a	4
4.	Perceived product quality	a	-	a	-	2
5	social sharing	-	a	-	a	2

A review of the consumer behaviour literature (Huang, J., Su, J., & Xiao, H., 2022; Xia, X.Y., 2021; Li, Y. Q., 2020; Munaro, A. C., et al. 2021) found that consumer groups exhibited the following behaviours. Li, Y. Q., 2020; Munaro, A. C., et al. 2021) found that consumer groups exhibited the following behaviours.

Identity and preference: this describes how viewers make a personal connection with the content they watch, thus favouring and choosing certain brands.

Video content also influences viewers' brand loyalty: this reflects how engaging videos deepen viewers' commitment to a brand, making them more likely to stick with it over time.

Emotional resonance and experience: Emotional resonance and experience: moments in a video that touch the viewer's heart and evoke strong emotions, leaving a lasting impression on the viewer and inspiring them to share and recognize the content with others. Emotional resonance and experience: moments in a video that touch the viewer's heart and evoke strong emotions, leaving a lasting impression on the viewer and inspiring them to share and endorse the content with others.

Emotional resonance and emotional experience: viewers believe in the excellence and value of the product after watching the description of the product in the video, thus forming a willingness to buy and trust in the brand.

Social Sharing: When viewers can't wait to share video content with friends and family, the reach of the video content naturally expands and the message it conveys is personally recommended. When viewers can't wait to share video content with friends and family, it naturally expands the reach of the video content and the message it conveys is personally recommended.

In order to better understand what users think of our product videos and how they rate them, we have developed an evaluation methodology. This evaluation methodology includes the following aspects.

User research: We collect user feedback on our product videos through the use of questionnaires and user interviews. This feedback includes their perceptions of the content, format and style, as well as their perceptions and feelings about our products.

User Behavior Analysis: We analyze user behavioral data such as time spent watching our product videos, liking, sharing and commenting in order to understand users' acceptance and preference of our products.

User Satisfaction Evaluation: We investigate users' overall satisfaction with our product videos, as well as their recognition and loyalty to the product.

By using this evaluation methodology, we can better understand how viewers feel about our products, and thus better improve our design to meet users' needs and expectations.

2.8 Principles of Selling Products Online

With the rise of e-commerce and the development of Internet technology, selling products online has become an important promotion and sales channel for all industries. When promoting products such as Luoyang community cultural products, following the principles of selling products online can effectively improve the effect of online promotion (Zhang, Z. 2018). Adapting to local conditions is one of the principles of selling products online. In the Internet environment, the audience of the product may come from different regions, different ages and different interest groups. Selling products on the Internet needs to focus on user experience. In the process of online shopping, user experience has an important impact on the purchase decision (Lei, Y. 2020). On the Internet, product promotion is mainly carried out in the form of pictures, text and videos, which need to convey the features and selling points of the product in

a concise and clear way. The product attracts users' attention in a concise and clear way and stimulates their desire to buy (Hu, Z. X. 2022).

2.9 Success factors for selling products

Success in selling products online involves a combination of several key factors. Knowledge and understanding of these success factors is important to improve the effectiveness of online promotion of Luoyang Community Literature products (Batashev, A. A. 2021). One of the success factors in selling products online is product uniqueness and differentiation. In a competitive online market, the uniqueness of the product can attract the attention and interest of consumers and increase the number of consumers. In a competitive online marketplace, product uniqueness can attract consumers' attention and interest and increase their willingness to buy. Selling products online requires an emphasis on user experience and service quality (Luan, H. X., Su, C. Y., & Li, Y. Y. 2020). In the Internet environment, the use of search engine optimisation (SEO), social media marketing, online advertising and other diversified promotional means can increase the exposure and visibility of Luoyang community cultural products in the online market (Lu, J. 2021).

Our research is not limited to product videos from China and Thailand; it also covers excellent product videos from other countries and regions, such as Japan, Korea, the United States and the United Kingdom. We also looked at their creative elements, including composition, color, camera transitions, and choice of music, as well as how they organize and present their content, and how they use various media and marketing strategies to promote their products.

After much observation and analysis, we have identified key success factors and attempted to apply them to our own creations. These key factors include, but are not limited to, a clear theme, a catchy beginning, rich and compact content, and strong visual impact. In addition, we viewed excellent videos from Douyin accounts from Luoyang, Songxian, Mengjin and other places as shown below. These videos provide us with information on how to effectively display and promote local products, especially how to incorporate local culture and characteristics into product displays so that the products are distinctive, highly recognizable and attractive.

We believe that through the above observations and research, we can better understand how to produce high-quality product videos and apply this knowledge to our creative practices.



Figure 4: Video presenting the content of selling apples in farmers' orchards on an online platform



Figure 5: Video presenting the content of selling apples on the sidewalk by farmers on an online platform



Figure 6: Sales Exhibition

2.10 Theory about satisfaction

2.10.1 The meaning of satisfaction

Satisfaction theory is a behavioral theory that is studied to explore how individuals act to achieve their needs and goals. It centers on the idea that by acting on a specific goal, a sense of satisfaction can be generated, which in turn increases motivation and persistence. "Satisfaction theory suggests that self-satisfaction is the primary driver of a person's persistence in a particular behavior. In satisfaction theory, people satisfy themselves by behaving in ways that fulfill their purpose or satisfy their needs. This satisfaction is not only an affirmation of the outcome of the behavior, but also a recognition of the individual's own abilities and values. Self-satisfaction can stimulate an individual's positive emotions and enhance his or her confidence and interest in the behavior, thus prompting the individual to be more actively involved in the relevant behavior. In addition, satisfaction theory also emphasizes the influence of goal setting and expectations on behavior. Individuals set goals according to their own needs and values, and these goals become the orientation of individual behavior. When individuals gradually approach or achieve these goals through their behavior, they will feel satisfied and happy, which in turn will form a positive feedback loop and motivate individuals to continue to pursue higher goals. In practical application, satisfaction theory is important for understanding individual behavioral motivation, optimizing behavioral strategies, and enhancing individual satisfaction. For example, in the field of education, teachers can enhance students' motivation and satisfaction by setting clear learning goals and providing timely feedback; in the field of marketing, enterprises can improve consumer satisfaction and loyalty by understanding consumers' needs and expectations

and formulating product and service strategies to meet their needs(Knittle et al., 2020).

2.10.2 Concept of satisfaction

The idea of satisfaction is multifaceted. First, people tend to compare themselves to their personal expectations. Customers are usually satisfied when the real performance of goods or services meets or exceeds expectations. Conversely, employees become dissatisfied when their actual performance does not meet expectations. Secondly, satisfaction is also related to individual needs. The more satisfied customers are with a good or service, the more likely it is that their basic or specific needs will be met. Third, perceived value also has a significant effect on satisfaction. Customers determine customer satisfaction by comparing the value received (e.g., money, time, effort, etc.). Perceptions of satisfaction can vary by region and context. For example, in marketing, customer satisfaction is the overall evaluation of a good or service by a customer, which can have a significant impact on repurchase intentions, word-of-mouth communication, and brand loyalty. Customer satisfaction is an important measure of customer satisfaction that can help organizations better understand their customers' needs. In addition, satisfaction is also closely related to personal characteristics, cultural background, social background and other factors. Different people will have different levels of satisfaction with the same goods or services. And the standard and orientation of individual's judgment of satisfaction is influenced by their cultural background and social environment(Albayrak, 2019).

2.10.3 Criteria for evaluating satisfaction

An important indicator of customer satisfaction evaluation is the quality of the product or service. It encompasses product performance, functionality, durability, and timeliness, accuracy, and professionalism. The quality of the goods or services has a great impact on the customer's experience and satisfaction, and is a major measure of customer satisfaction. Price and cost are also big indicators when evaluating customer satisfaction. Customers generally weigh the pricing of a good or service based on their budget and what they perceive it to be worth. If the pricing is too high or not cost-effective, it can hurt customer satisfaction. In addition, a company's brand image and word-of-mouth have a significant impact on customer satisfaction. A good brand image and reputation will win the trust and recognition of customers, which in turn will increase customer satisfaction. On the contrary, a poor brand image or negative comments will lead to a decrease in customer satisfaction. In addition, customer service quality and attitude is also an important indicator of customer satisfaction. Friendly service attitude and efficient handling of problems can increase customer satisfaction, on the contrary, cold and inefficient service will cause customer dissatisfaction. Finally, the fit between individual's expectation and reality is also an important indicator for evaluating satisfaction. Customers tend to be more satisfied when their expectations are met or exceeded for a particular good or service. Conversely, employees are dissatisfied when their actual performance does not meet expectations. In the process of implementation, different evaluation indexes can be continuously adjusted for different research subjects, different fields and different situations. Through the evaluation of customer satisfaction, customer satisfaction can be evaluated objectively and comprehensively, so as to provide useful reference for enterprises to improve their products or services and enhance customer satisfaction. Through the implementation of this project, it can deepen the understanding of the formation mechanism and influencing factors of satisfaction, and provide support for the development of related

theories and innovation of practice (Jin et al., 2020).

2.10.4 Brand Awareness

Brand awareness is the degree to which consumers perceive a brand, which usually includes brand recognition and brand memory. Research has shown that video content can be effective in enhancing brand awareness in several ways:

Visual brand elements: Visual elements such as brand logos, product packaging and brand colours in a video can help viewers quickly identify and remember the brand.

Consistency: The visual and narrative style of a brand delivered across multiple videos should be consistent, thus enhancing brand recognition.

Consumer engagement: Increasing viewer engagement through interactive elements in the video (e.g., comments, polls, quizzes) can help deepen brand impressions.

Word-of-mouth and social proof: User-generated content (e.g., positive consumer reviews and usage experiences) displayed in videos can enhance brand credibility and reach.

By increasing brand awareness, video content can foster an emotional connection between viewers and the brand, increasing brand loyalty and ultimately driving sales.

Brand awareness can increase the market exposure of products, but also enhance consumer loyalty to the brand. The improvement of brand awareness is usually closely related to the spread of the video content, the interactivity and the impact of auditory elements, such as the use of high-quality effects and sound effects, combined with loud brand logo and product information, can significantly increase the audience's memory of the brand. The academics also noted that highly interactive content on social media platforms, such as live streaming, consumer reviews and instant interactions, helps to deepen the connection between brands and consumers, thereby further enhancing brand recognition. By incorporating these theoretical principles into video content design, more on-site discussions can be conducted on how narrative and technical means can be used to enhance the brand recognition of agricultural products in Luoyang and translate consumer attention and emotion into actual purchasing behavior.

2.11 Related Research

Over the last few years there has been a growing interest in understanding how visual content marketing and social media storytelling can influence consumer behavior. There has been a growing interest in understanding how visual content marketing and social media storytelling can influence consumer behavior. Several studies have explored the effectiveness of these marketing strategies in increasing consumers' willingness to purchase such products. This review summarizes and analyses some of the key findings from the existing literature.

Lee and Wang (2018) conducted a study that demonstrated the effectiveness of using visual content and storytelling marketing on social media. By incorporating compelling visual elements and engaging storytelling techniques, they were able to capture consumers' attention and positively influence their purchasing decisions. By incorporating compelling visual elements and engaging storytelling techniques, they were able to capture consumers' attention and positively influence their purchasing

decisions. This study highlights the importance of creating visually appealing and narrative marketing messages. By incorporating compelling visual elements and engaging storytelling techniques, they are able to capture consumers' attention and positively influence their purchasing decisions.

Similarly, Zhang et al. (2019) conducted a study on the impact of creative video content and personalized recommendation services. Their findings suggest that the use of creative and personalized video content can be effective in engaging potential consumers and increasing their interest and willingness to purchase produce. This study highlights the importance of customizing video content to individual preferences and interests to increase engagement and conversion rates.

Wang et al. (2017) explored the role of social media platforms in increasing awareness and credibility of agricultural products. Their study showed that actively interacting with consumers and building trusting relationships on social media can significantly increase the visibility and recognition of agricultural products. This study emphasizes the importance of building strong connections with audiences through interaction and building trusting relationships on social media.

Zhang et al. (2019) In this study, the impact of creative video content and personalized recommendation services on potential consumers was examined. The findings suggest that these strategies are effective in engaging potential consumers and increasing their willingness to purchase agricultural products. This finding is in line with the trend of using video content and personalized approaches to engage consumers and promote agricultural products.

The focus of Wang, Liu and Zhang's (2020) study turned to understanding the role of music in video content design. Although the specifics of agricultural products were not mentioned in the references, this study may delve into how music can enhance the emotional appeal of video marketing, thus making it more effective in engaging consumers. Although the specifics of agricultural products are not mentioned in the references, this study may delve into how music can enhance the emotional appeal of video marketing, thus making it more effective in engaging consumers and promoting products.

Li, Chen, and Wang (2020) studied the role of consumer attitudes and perceptions in product promotion using Luoyang agricultural products as a case study. Although the exact findings were not provided in the references, this study is likely to have explored how consumers' attitudes and perceptions towards agricultural products affect their responses to promotional activities. Understanding these factors is essential for the effective development of marketing strategies. Understanding these factors is critical to the effective development of marketing strategies.

Liu, Chen, and Wang (2022) examined the impact of attractive and entertaining video content on consumer purchase intention. Although the context of the study is not specified in the references, this study is likely to be relevant to produce marketing and explores how visually appealing and engaging video content can be used in produce marketing.

Smith (2016) conducted a study to explore the impact of social media on the popularity and awareness of agricultural products. The study highlighted the important role played by social media platforms in effectively communicating and promoting agricultural products to consumers. The study highlighted the important role played by social media platforms in effectively communicating and promoting agricultural

products to consumers. Social media has become an important channel for information dissemination and communication, enabling agribusinesses to reach a wider audience and attract the attention of consumers. By utilizing social media, agricultural producers and marketers can increase awareness of their products and interact with potential customers, ultimately increasing sales and consumer interest.

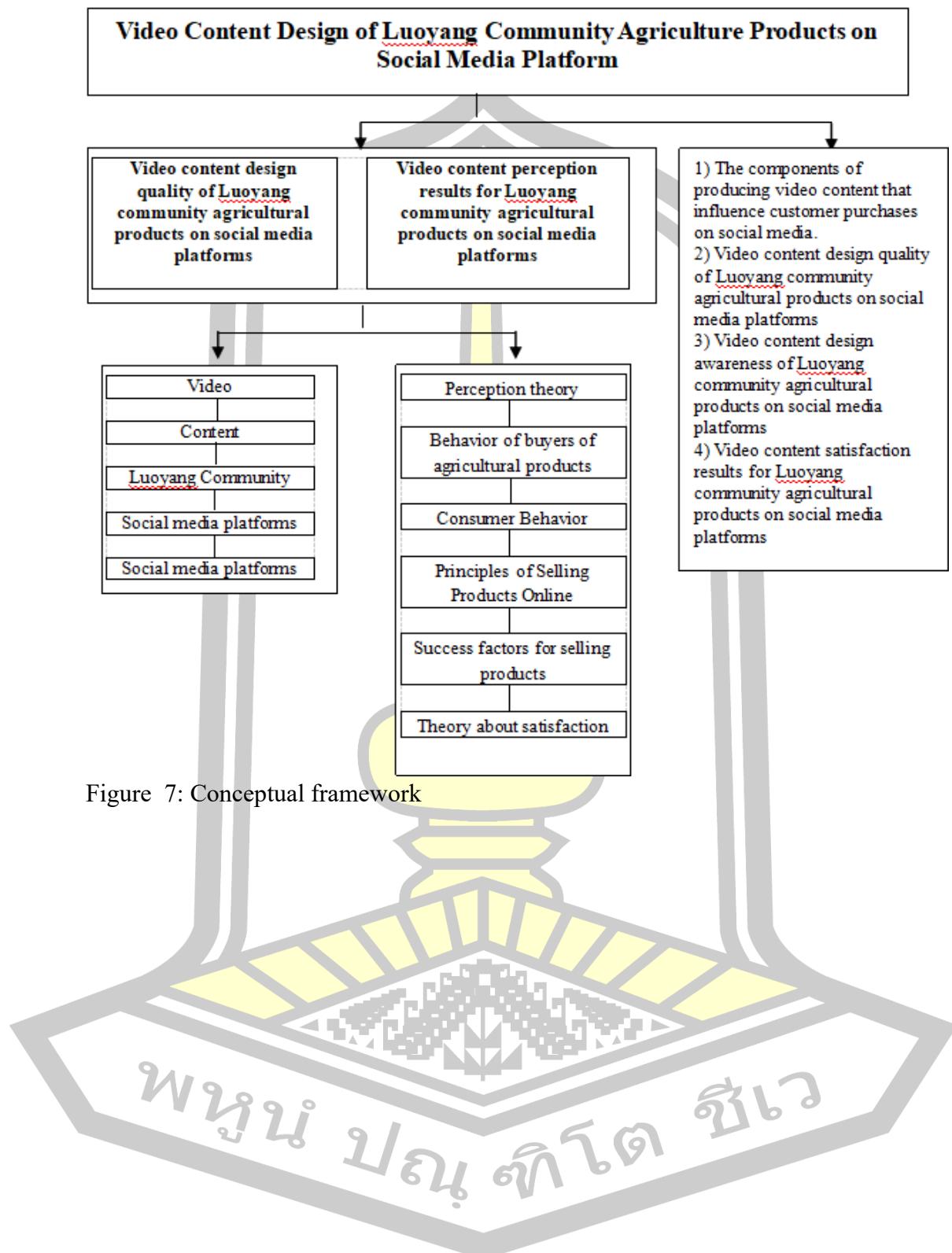
Qiu and Zhang (2024) conducted a meta-analysis on How online reviews affect purchase intention: A meta-analysis across contextual and cultural factors, analyzing 156 studies with 214 effect sizes and 69,006 observations. Their research confirmed that online reviews significantly influence consumer purchase intentions, with review valence ($r = 0.563$) having the strongest effect. Additionally, the study introduced review content type and review format as influential factors. Key moderating factors included individualism, product type, and four study characteristics. These findings offer valuable insights for academics and practitioners by clarifying the role of online reviews in consumer behavior and providing practical guidance for enhancing marketing strategies.

Ertz, M., et al (2016) conducted a study on exploring pro-environmental behaviors of consumers: An analysis of contextual factors, attitude, and behaviors, the results has analyze how consumers' subjective perceptions of their time, money, and power shape pro-environmental attitudes and behaviors. Unlike prior studies that focus on single behaviors like recycling, this research views pro-environmental behavior as multi-dimensional, encompassing both public and private actions. The findings suggest that while managers and policymakers may not alter consumers' objective circumstances, they can influence perceptions to encourage more sustainable behaviors.

A summary of related research overall results found that: The studies collectively underscore the significance of social media in agricultural product promotion and stress the importance of optimizing content design to attract consumer attention and increase purchase intention. Effective content forms and communication channels, tailored to meet audience needs and preferences, are crucial for enhancing promotion effectiveness and attracting consumer interest. The research indicates that leveraging visual content marketing, storytelling techniques, and social media platforms effectively can significantly impact consumer behavior and promote agricultural products, especially when content design aligns with audience preferences and effectively communicates product value.

2.12 Conceptual Framework

This conceptual framework presents key theoretical principles in the Video Content Design of Luoyang Community Agriculture Products on Social Media Platforms, which serves as an independent variable influencing four dependent variables: 1) the components of producing video content, 2) video content design quality, 3) video content design awareness, and 4) video content satisfaction regarding Luoyang community agricultural products on social media platforms, as illustrated in the flowchart.



CHAPTER 3

RESEARCH METHODOLOGY

The research process for the study, "Video Content Design of Luoyang Community Agricultural Products on Social Media Platforms," was conducted through a research and development approach. This involved analyzing relevant documents and studies, identifying elements of video content on agricultural products that influence customer purchases on social media, developing the video content, and evaluating its quality, audience awareness, and satisfaction with the video content related to Luoyang community agricultural products on social media platforms. The research process included the following steps:

- 3.1 Population and Sample
- 3.2 Research Variables
- 3.3 Research Tools
- 3.4 Tools Development and Quality Assessment
- 3.5 Risk Mitigation for Volunteers
- 3.6 Data Collection
- 3.7 Data Analysis
- 3.8 Statistical Analysis

3.1 Population and sample

3.1.1 Population: The population has been defined as the group of social media users on the Douyin (TikTok) platform in 2024, with a daily user base of 700 million (Ahlgren, 2024).

3.1.2 Sample: The research employed two sample groups: 1) a group of 2,000 social media users who commented on key elements of video content design, and 2) a group of 400 viewers who watched videos designed around agricultural products from the community of Lanyang on the Douyin (TikTok) platform. The sample size was determined using Taro Yamane's formula, which included a margin of error of 0.05 and a confidence level of 95%.

3.2 Research Variables

3.2.1 Independent variables:

Video Content Design of Luoyang Community Agriculture Products on Social Media Platform

3.2.2 Dependent Variable:

1) The components of producing video content that influence customer purchases on social media.

2) Video content design quality of Luoyang community agricultural products on

social media platforms

3) Video content design awareness of Luoyang community agricultural products on social media platforms

4) Video content satisfaction results for Luoyang community agricultural products on social media platforms

3.3 Research Tools

3.3.1 Questionnaire components assessing how video content on agricultural products influences customer purchases on social media.

3.3.2 A video featuring content design for Luoyang community agricultural products on social media platforms.

3.3.3 The quality assessment of video content design for Luoyang community agricultural products on social media platforms.

3.3.4 The awareness assessment of video content for Luoyang community agricultural products on social media platforms.

3.3.5 The satisfaction assessment of video content for Luoyang community agricultural products on social media platforms.

3.4 Tools Development and Quality Assessment

The 5 research tools have the following steps for creation and quality control:

3.4.1 Questionnaire components assessing how video content on agricultural products influences customer purchases on social media.

The development of the questionnaire components assessing how video content on agricultural products influences customer purchases on social media aimed to gather consumer opinions regarding the factors that influence purchasing decisions. This questionnaire targeted 400 consumers and followed a structured process for development, as outlined below:

1) Review of Concepts and Principles: The initial stage involved studying the relevant concepts and principles related to the factors by which video content on agricultural products affects customer purchases on social media. This review provided foundational knowledge to define the scope and content of the questionnaire effectively, with a focus on the perspectives of younger consumers.

2) Question Design and Structure: Questions were crafted to align with the content and objectives of the study, and the questionnaire was divided into three main sections:

Section 1: Basic Information: This section utilized a checklist format and covered two key areas: 1) General Information, and 2) Social Platform Experience.

Section 2: Questions assessed components regarding how video content on agricultural products influences customer purchases on social media. This section

employed a 5-point Likert scale across five dimensions: 1) Product Information, 2) Credibility and Transparency, 3) Visual and Audio Quality, 4) Storytelling and Emotional Connection, and 5) Engagement Strategy, with established criteria for evaluating opinions and interpreting the responses.

Evaluation Criteria for Opinions	Interpretation Criteria for Opinions
5 = Strongly Agree	4.51-5.00 = Strongly Agree
4 = Agree	3.51-4.50 = Agree
3 = Neutral	2.51-3.50 = Neutral
2 = Disagree	1.51-2.50 = Disagree
1 = Strongly Disagree	1.00-1.50 = Strongly Disagree

Section 3: Respondents were invited to share any additional feedback or suggestions beyond the items listed in Section 2.

3) The finalized questionnaire on the components influencing customer purchases in agricultural product videos was submitted to the advisor for review. After receiving feedback, the researcher made revisions to enhance clarity and alignment with research objectives.

4) The questionnaire was then sent to experts for content validity evaluation, ensuring that each item aligned with the study's objectives. Items that showed high content validity received an Item Objective Congruence (IOC) index close to 1.00, with a minimum threshold set between 0.70 and 1.00.

5) After further refinement, the researcher conducted a pilot test of the survey with a group similar to the target sample, consisting of at least 10% of the sample size (a minimum of 40 respondents). Reliability of the questionnaire was measured using Cronbach's alpha for questions rated on the 1-5 scale (strongly agree = 5, agree = 4, neutral = 3, disagree = 2, strongly disagree = 1). Reliability was deemed acceptable within a range of 0.70 to 1.00.

6) Finally, the validated questionnaire was implemented to gather data from the main sample.

3.4.2 A video featuring content design for Luoyang community agricultural products on social media platforms.

The researchers developed content design videos for Luoyang Community Produce on social media platforms based on the following 3P principles:

1) Pre-Production: Prior to the production of the video, the researcher took the following actions:

1.1) Market research: The researchers conducted exhaustive market research to understand the needs and preferences of the target audience. Audience expectations of agricultural video content were collected through questionnaires.

1.2) Script writing: Based on the research results, write a detailed script, including the theme, plot, key messages and jingles of the video. The content of the script should be able to resonate with the audience and highlight the unique selling points of the product.

1.3) Storyboarding: Detailed storyboards were created to show each scene of the video and its composition. The storyboards helped the team clarify the visuals and

narrative structure of the video before shooting.

1.4) Preparation: identifying locations, choosing the right actors and props, and making sure every detail of the video production meets expectations.

1.5) Video text: Over 20 million years ago. I came to Earth. This beautiful blue planet. Leaving behind many legends on earth. The mythical fruit of life. The fruit of surprise that Adam and Eve stole. Oh yes, and the fruit of inspiration that awakens contradictions. This is my red LuoXiaoping. This is the ancient capital of Luoyang. It stretches for hundreds of miles in front of the mountains. The land at the foot of the mountains is rich and fertile. It's warm and humid. It's the perfect place. For my LuoXiaoping to grow up healthily. In addition to the natural environment. It's also equipped with advanced fruit industry infrastructure. And natural mineral water from 200 metres below the surface. During the growing process. Each partner has to go through flower thinning and pollination. Fruitanced technology. Let us be different from the others. High colour value, crispy taste and sweetness. High-end quality and organic cultivation. This is the exclusive label of the LuoXiaoping family. When autumn quietly sprinkles the earth. It's the most important time in my life. The farmers are busy working for me. All the good things will meet here. The fragrance of the fruit fills the forest. The steady happiness is the simple companion. Far from the hustle and bustle of the city. Setting out on a country road. Harvesting the fruits. Picking is the mood. The sunshine accumulates good fortune. Paint a picture of the life you want. If you're not satisfied with the view from the foot of the mountain. Then climb to the top and look down on the city. Blue sky and white clouds. Warm sunshine and cosiness. It's the right time to walk your children in autumn. Don't let the beautiful scenery and good time go by. Poetry and wine while you're still young. It's worth it here on earth. As the forest grows thicker. My Bar Mitzvah is coming on time. Dressed in red make-up. Adding splendour to the suburban landscape. With nutrients inside. A sweetness for a healthy life. Let the apple be your companion. You'll be on earth in style. Fill your body with fresh air. You're missing a camping trip. An outdoor film under the stars. A barbecue and a glass of wine to stir up the night. Embrace nature. Let your soul breathe freely. Poetry and faraway places are under the apple tree.

To savour Luoyang apples is to taste the precipitation of history and culture, to feel the gift of nature and the hard work of the farmers. Let's go into the orchards of Luoyang, enjoy the charming scenery, taste the delicious apples, and let the unique taste bloom on the tongue and leave eternal memories in the heart.

Choosing Luoyang apples is choosing health, choosing deliciousness and choosing a quality life. Let Luoyang apples become a regular guest on your table, adding a sweet and beautiful life for you. We believe that in the coming days, Luoyang apples will continue to shine brightly and bring happiness and satisfaction to more people.



Figure 8: Storyboard

1.6) Text description: This is a set of split-screen script sketches used for pre-planning and visual design of video content. By showing each scene of the video frame by frame, the split-screen script helps the creative team to clarify the visual effect and narrative structure before shooting. Each illustration represents a different scene in the video, from growing, picking, and transporting the apples to market and consumer enjoyment. The sketches serve a number of purposes including:

1.7) Visual Preview: Providing a visual preview of each shot of the video, helping team members understand and discuss the visual layout and shooting requirements of

the video.

1.8) Plotting: Defining the narrative structure and plot development of the video to ensure that the content is coherent and well organised.

1.9) Shooting Guidance: Provide detailed shooting references for directors and cinematographers to ensure that the shooting process is efficient and meets expectations.

1.10) Teamwork: Facilitate communication and collaboration between creative team members to ensure a consistent understanding of the overall concept and details of the video.



Figure 9: Platform data map

This illustration Figure 3.2, shows a detailed data page of a video content analysis platform for diagnosing and analysing the performance of videos. The page includes the following sections:

1.11) Work Diagnosis

1.11.1) Video Information: The video is titled "Luo Xiao Ping - Luoyang Specialty Apples", published on 8 May 2024, with a duration of 4 minutes and 52 seconds, and an average playing time of 2 minutes and 32 seconds.

1.11.2) Play count: the total playback volume is 5,468 times.

Average playing time: the average playing time of the video is 2 minutes and 32 seconds, and the average playing time of the fans is 3 minutes and 30 seconds.



Figure 10: Turnover

This Figure 3.3, shows the Operations Overview page of an e-commerce data analytics platform, which is used to display e-commerce operations data for a certain period of time. The page content includes the following sections:

1.12) Page title

1.12.1) Data Compass: the name of the platform, labelled as "Douyin e-commerce data, use the compass", used to display the comprehensive analysis of e-commerce data.

1.12.2) Navigation bar: including home, price, transaction, goods, services, product card and other options, convenient for users to switch to view different data categories.

1.13) Advertisement banner.

1.13.1) Transaction Amount: shows the total transaction amount of \$2380 for the current time period.

1.13.2) Transaction Order Volume: displays the total number of transaction orders as 208.

1.13.3) Commodity exposure: showing the total number of commodity exposure of 6018 people.

1.13.4) The number of commodity clicks: display the total number of commodity clicks for 2234 people.

1.13.5) The number of transactions: display the actual number of transactions for 208 people.

1.13.6) Short video transaction amount: display short video transaction amount is 2162 yuan.

2) Production: The following actions were taken by the researcher when producing the video:

2.1) Video Shooting: Video shooting in accordance with the storyboard, using high quality camera equipment and professional lighting equipment to ensure a clear video picture with vibrant colours.

2.2) On-set Direction: During the filming process, the director and camera team worked closely together to ensure that the actors' performances and the video content were in line with the script. Multiple takes and adjustments were made to ensure that each shot achieved the desired effect.

2.3) Video editing: editing the filmed material, adding transition effects, background music and subtitles. The editing process focuses on pacing and logic to make the video content smooth and easy to understand.

2.4) Sound Processing: Record and add clear narration and sound effects to enhance the impact and professionalism of your videos.



Figure 11: Image editing



Figure 12: Creating effects with videos



Figure 13: Color grading

3) Post-Production: After producing the video, the researcher took the following actions:

3.1) Video Audit: Professionals are invited to audit the video to ensure that the content is accurate and the quality is up to standard. The audit includes picture quality, sound effects, and message delivery.

3.2) Audience testing: The video is screened to a small target audience to gather their feedback and further optimisation and adjustments are made based on the feedback.

3.3) Publishing Preparation: Make a detailed publishing plan, including choosing a suitable publishing platform, formulating a promotion strategy, and arranging the

publishing time.

3.4) Effectiveness evaluation: After releasing the video, evaluate the effectiveness of the video through data such as number of views, number of likes, feedback of comments, etc., and summarise and reflect on it to provide reference for subsequent video production.



Figure 14: Video screenshot 1



Figure 15 : Video screenshot 2

3.4.3 The quality assessment of video content design for Luoyang community agricultural products on social media platforms.

This study aimed to develop and evaluate the quality of a video content design for Luoyang community agricultural products on social media platforms. Data were collected from five experts to assess the content quality. The process of developing the quality assessment form involved several steps:

1) Conceptual Review: The researcher studied existing concepts and principles related to video content design for agricultural products on social media to determine the scope and structure of the quality assessment tool. This foundational research

informed the key areas that the evaluation would cover.

2) Questionnaire Design: Based on the research findings, the questionnaire was structured into three sections to align with the content and objectives of the assessment:

Section 1: Basic Information – This part consisted of a checklist to gather preliminary data.

Section 2: Quality Assessment – This section included a 5-point Likert scale assessing five critical aspects of video content quality: 1) Content, 2) Visual Design and Graphics, 3) Audio and Music, 4) Length and Pacing, and 5) Creativity. The assessment used established criteria to interpret quality levels.

Criteria for Evaluating Quality

5 = Very High Quality
4 = High Quality
3 = Moderate Quality
2 = Low Quality
1 = Very Low Quality

Interpretation Criteria

4.51-5.00 = Very High Quality
3.51-4.50 = High Quality
2.51-3.50 = Moderate Quality
1.51-2.50 = Low Quality
1.00-1.50 = Very Low Quality

Section 3: Additional Comments – This open-ended section allowed experts to provide further suggestions beyond the predefined evaluation criteria.

3) Initial Review and Refinement

The draft assessment form was sent to an academic advisor for quality review. The researcher made revisions based on the advisor's feedback to ensure clarity and alignment with the research objectives before submitting the form to the experts.

4) Content Validity Assessment: The finalized assessment was then sent to the experts, who evaluated the content validity by checking whether the questions aligned with the intended evaluation objectives. The Content Validity Index (CVI) was calculated with scores ranging from -1 to 1, with items nearing an IOC score of 1.00 considered valid. The researcher set the acceptable IOC range at 0.70 to 1.00 to ensure consistency in responses.

5) Pilot Testing and Data Collection: Once validated, the assessment tool was applied in a pilot study with a sample group to gather initial data, which allowed for the calculation of the reliability of the assessment tool using Cronbach's alpha. This reliability measure ensured that the Likert-scale items (scored from 1 = Strongly Disagree to 5 = Strongly Agree) consistently measured video quality. The final assessment tool, meeting reliability criteria, was then used to collect data from the full sample group.

3.4.4 The awareness assessment of video content for Luoyang community agricultural products on social media platforms.

The objective of this study was to develop an assessment tool for measuring audience awareness of video content related to Luoyang community agricultural products on the social media platform Douyin (TikTok). Data were collected from a sample of 400 viewers. The development of the audience awareness assessment tool involved the following steps:

1) Conceptual Review: The researcher studied concepts and principles related to audience awareness of video content featuring Luoyang community agricultural products on social media platforms. This review provided a foundation for defining the

scope and content of the audience awareness assessment.

2) Questionnaire Design: The researcher developed questions that aligned with the content and objectives of the assessment, organizing the tool into three sections:

Section 1: Basic Information – This section was designed as a checklist to collect demographic and basic data from participants.

Section 2: Awareness Assessment – This section consisted of a 5-point Likert scale that evaluated four key areas: 1) Communication, 2) Video Distribution on Social Media, 3) Viewer Satisfaction on Social Media, and 4) Stimulating Product Purchases. The responses ranged from 1 (Strongly Disagree) to 5 (Strongly Agree), and the scoring criteria established a framework for interpreting levels of awareness.

Section 3: Additional Comments – This section provided an open-ended space for respondents to offer any further suggestions beyond the structured questions in Section 2.

Criteria for Evaluating Awareness

5 = Very High Awareness
4 = High Awareness
3 = Moderate Awareness
2 = Low Awareness
1 = Very Low Awareness

Interpretation Criteria

4.51-5.00 = Very High Awareness
3.51-4.50 = High Awareness
2.51-3.50 = Moderate Awareness
1.51-2.50 = Low Awareness
1.00-1.50 = Very Low Awareness

3) Initial Review and Revisions: After the assessment tool was initially developed, it was sent to an academic advisor for quality review. The researcher made revisions based on the advisor's recommendations to refine the tool before sending it to content experts.

4) Content Validity Evaluation: The refined assessment was then reviewed by experts who evaluated its content validity to ensure alignment between each question and the research objectives. The Content Validity Index (CVI) was calculated, with scores ranging from -1 to 1. Questions with an IOC (Item Objective Congruence) score close to 1.00 were considered highly relevant. The researcher set an acceptable IOC range from 0.70 to 1.00 to ensure question consistency with the study's aims.

5) Pilot Testing and Reliability Analysis: Following validation, the assessment tool was pilot-tested on a sample group of at least 40 participants (representing at least 10% of the main study sample) with characteristics similar to the target sample. The researcher then calculated the Cronbach's alpha for reliability of the 5-point Likert-scale responses. The reliability coefficient was set to a minimum of 0.70, with an ideal range of 0.70 to 1.00, ensuring the internal consistency of the assessment tool.

6) Data Collection: Once validated and reliability-tested, the finalized assessment tool was implemented to collect data from the full study sample, measuring audience awareness of video content on Douyin.

3.4.5 The satisfaction assessment of video content for Luoyang community agricultural products on social media platforms.

This study aimed to develop a satisfaction survey to assess viewer satisfaction with video content about Luoyang's community agricultural products on social media platforms. Data was collected from 400 young adult participants. The researcher developed the survey through the following steps:

1) Literature Review: The researcher studied theories and principles regarding viewer satisfaction with video content on social media, particularly focused on agricultural products from Luoyang's community. This information was used to define the scope and content of the satisfaction survey.

2) Questionnaire Design: The questionnaire was divided into three sections to align with the content and objectives:

Criteria for Evaluating satisfaction

- 5 = Very High Satisfaction
- 4 = High Satisfaction
- 3 = Moderate Satisfaction
- 2 = Low Satisfaction
- 1 = Very Low Satisfaction

Interpretation Criteria

- 4.51-5.00 = Very High Satisfaction
- 3.51-4.50 = High Satisfaction
- 2.51-3.50 = Moderate Satisfaction
- 1.51-2.50 = Low Satisfaction
- 1.00-1.50 = Very Low Satisfaction

Section 1: Basic Information, presented as a checklist with five items: 1) Gender, 2) Age, 3) Education Level, and 4) Occupation.

Section 2: Viewer Satisfaction, with ten 5-point Likert scale questions assessing satisfaction with Luoyang's video content. This section included satisfaction criteria and interpretation guidelines.

Section 3: Additional Comments, allowing respondents to share further suggestions beyond the listed satisfaction items.

3) Expert Review: After completing the initial questionnaire draft, the researcher submitted it to their advisor for quality review and made revisions based on feedback before sending it to experts for further validation.

4) Content Validity Evaluation: The questionnaire was evaluated by experts for content validity to ensure alignment with the study's objectives. Each question's validity was measured with an Item-Objective Congruence (IOC) index ranging from -1 to 1. Questions with an IOC close to 1.00 were deemed content-valid, and questions with an IOC between 0.70 and 1.00 were retained.

5) Pilot Testing and Reliability: The researcher revised the questionnaire based on expert feedback and conducted a pilot test with a sample group of at least 10% of the total participants (no fewer than 40 individuals) who shared similar characteristics to the main sample. The results were used to calculate the reliability of the satisfaction survey using Cronbach's alpha for responses on a 5-point Likert scale (Strongly Agree = 5, Agree = 4, Neutral = 3, Disagree = 2, Strongly Disagree = 1), with a reliability target between 0.70 and 1.00.

6) Data Collection: The validated survey was then distributed to the main sample group to collect data.

3.5 Risk Mitigation Measures for Volunteers

To minimize potential risks for participants during their involvement in the study, the researcher established specific selection criteria for participants, as follows:

3.5.1 Participants were required to be active users of the Douyin social media

platform, regardless of gender.

3.5.2 Participation in the research had to be voluntary, with each participant providing informed consent.

3.5.3 Participants were required to be capable of using digital platforms and social media effectively.

3.5.4 Participants were expected to have basic experience with smartphones or tablets.

3.6 Data Collection

The data collection process for this research is conducted in four phases as follows:

3.6.1 Audience Feedback on Video Content Design Components

The researcher collected data from a sample of 2,000 young adults using a questionnaire designed to assess how video content on agricultural products influences customer purchases on social media. The data was collected online through the Douyin (TikTok) platform. The online form included an explanation of the data collection objectives, specified the types of data being collected, provided information on privacy protection and data storage, and outlined respondents' rights. Consent was obtained from participants before they proceeded with the survey. The data collection process was conducted as follows:

- 1) The researcher posted the questionnaire assessing young adults' opinions on how video content about agricultural products influences customer purchases on social media on the Douyin (TikTok) platform to gather responses.
- 2) Once the survey reached the target number of 2,000 responses, the researcher reviewed the responses for completeness and accuracy before closing the online survey.
- 3) Questionnaire components assessing how video content on agricultural products influences customer purchases on social media.

3.6.2 Expert Evaluation of the Video Content

Once the researcher developed the video showcasing agricultural products from the Luoyang community on a social media platform, the video was presented to 5 experts for quality assessment. The evaluation process followed these steps:

- 1) The researcher contacted the experts to schedule a suitable time for them to assess the video's quality, specifically focusing on the content design for agricultural products from the Luoyang community on social media.
- 2) On the scheduled date, the researcher uploaded the assessment form and video via email to the experts, allowing them a 15-day period to complete their evaluation of the video's quality.
- 3) After the experts completed their evaluations, the researcher reviewed the assessment responses for completeness, including any feedback and recommendations for potential video quality improvements.

3.6.3 Assessment of Viewer Awareness and Satisfaction

After the video content design for Luoyang community agricultural products on social media platforms was reviewed and improved based on expert feedback, it was ready for public interaction on the Douyin (TikTok) platform. The researcher conducted an online assessment of viewer awareness and satisfaction using a questionnaire titled “Assessing Awareness and Satisfaction of Video Content for Luoyang Community Agricultural Products on Social Media Platforms.” This questionnaire included an explanation of the study's objectives, types of collected data, information on privacy protection, data storage, participant rights, and informed consent. The data collection process proceeded as follows:

- 1) The researcher published the video content for Luoyang community agricultural products online on Douyin (TikTok), allowing viewers to interact with the video.
- 2) The awareness and satisfaction assessment questionnaire regarding the video content was posted on Douyin (TikTok) to collect data from a target sample of 400 viewers.

3.7 Data Analysis

The data collection for this research was conducted using an online assessment, gathering information from both audience members and experts. After data collection, the researcher organized the data into three sections for analysis:

3.7.1 Section 1: Basic Information of Respondents

Quantitative data in this section was analyzed to determine frequency and percentage, presenting numerical data to support descriptive explanations.

3.7.2 Section 2: Five-Point Likert Scale Questions

The researcher analyzed these responses by calculating the mean and standard deviation, providing numerical data to support descriptive analysis.

3.7.3 Section 3: Additional Comments

This section consisted of qualitative data, which the researcher analyzed through content analysis, summarizing, and presenting descriptive information to explain observed phenomena.

3.8 Statistical Methods for Data Analysis

For quantitative data analysis, the researcher applied descriptive statistics as follows:

3.8.1 Content Validity: Content validity was assessed to ensure that the questionnaire items accurately measured the intended objectives and reflected the relative importance of each content area. This was achieved by calculating the Index of Item-Objective Congruence (IOC), which evaluated the alignment between each question and its corresponding objective.

3.8.2 Reliability: The reliability of the assessment scores was determined to confirm the consistency of the measurement across multiple instances. Cronbach's alpha coefficient was used to measure internal consistency and ensure that the tool produced stable results over repeated assessments.

3.8.3 Frequency: The frequency of responses was calculated to analyze the distribution of data across different categories.

3.8.4 Percentage: Percentage calculations were used to represent data proportions, allowing for a clear comparison of respondent characteristics and satisfaction levels.

3.8.5 Arithmetic Mean: The arithmetic mean was calculated to determine the average scores for various items, offering insights into general trends in satisfaction.

3.8.6 Standard Deviation: Standard deviation was used to measure the dispersion of scores around the mean, indicating the variability in respondents' satisfaction levels.



CHAPTER 4

RESULTS

The title of the research is "Video Content Design of Luoyang Community Agriculture Products on Social Media Platform". The researcher has elaborated the findings of the study according to the research objectives as follows:

- 4.1 Findings from a study of the components of producing video content that influence customer purchases on social media.
- 4.2 Results of the video content design quality of Luoyang community agricultural products on social media platforms
- 4.3 Results of the video content design awareness of Luoyang community agricultural products on social media platforms
- 4.4 Results of the video content satisfaction results for Luoyang community agricultural products on social media platforms

Result

The presentation of the research results in this project, the researchers presented 4 main issues as follows:

4.1 Findings from a study of the components of producing video content that influence customer purchases on social media.

The researchers collected the elements of produce video content that influence customers' purchases on social media through 2,000 online viewers across Douyin (TikTok) platforms. The researchers present their findings below:

អនុបាលិទ្ធ ខេវ

Table 2: General information on the 2,000 respondents

No.	General information	frequency	percent
1.	Gender		
	-Male	1035	51.7
	-Female	944	47.2
	-Other	21	1.1
	Total	2000	100
2.	Age		
	-Under 18 years of age	399	20.0
	-18-25 years	511	25.6
	-26-35 years	398	19.9
	-36-45 years	403	20.2
	-46-55 years	189	9.5
	-55 years and over	100	5.0
	Total	2000	100
3.	Educational		
	-Below high school	401	20.1
	-High school diploma	515	25.8
	-Associate degree	91	4.6
	-Bachelor's degree	318	15.9
	-Master's degree	294	14.7
	-Higher degrees	381	19.1
	Total	2000	100
4.	Area of residence.		
	-North China	270	13.5
	-Eastern China	408	20.4
	-South China	310	15.5
	-Western China	219	11.0
	-Central China	75	3.8
	-Northeast China	443	22.2
	-Other (specify)	275	13.8
	Total	2000	100
5.	Average monthly income		
	-Less than \$5,000	391	19.6
	-\$5,000-10,000	178	8.9
	-\$10,001-15,000	522	26.1
	-\$15,001-20,000	383	19.2
	-Over \$20,000	526	26.3
	Total	2000	100
6.	Hours of social media use per day.		
	-Less than 1 hour	193	9.7
	-1-2 hours	333	16.7
	-2-4 hours	396	19.8
	-4-6 hours	592	29.6
	-6 hours or more	486	24.3
	Total	2000	100

Based on the data in Table 2, general information about the 2,000 respondents indicates several notable demographic characteristics. A slight majority of respondents were male, comprising 51.7% (1,035 individuals), followed closely by females at 47.2% (944 individuals), with 1.1% (21 individuals) identifying as other genders. The most common age group was 18-25 years, representing 25.6% (511 individuals), followed by those aged 36-45 years at 20.2% (403 individuals), and under 18 years at 20% (399 individuals). Regarding education, the largest group had a high school diploma, accounting for 25.8% (515 individuals), with those below high school at 20.1% (401 individuals). For area of residence, Northeast China was the most represented region at 22.2% (443 individuals), followed by Eastern China at 20.4% (408 individuals).

In terms of average monthly income, the highest proportion of respondents earned over \$20,000, comprising 26.3% (526 individuals), with those earning \$10,001-15,000 close behind at 26.1% (522 individuals). Social media usage patterns showed that the largest group of respondents used social media for 4-6 hours per day (29.6%, or 592 individuals), followed by those using it for 6 hours or more (24.3%, or 486 individuals).

In summary, the majority of respondents were young adults, predominantly from Northeast and Eastern China, with varying educational backgrounds and a significant proportion earning over \$20,000 per month. Social media engagement was high, with many spending 4-6 hours or more on these platforms daily. This demographic profile suggests a young, educated, and digitally engaged audience with a diverse income range.



Table 3: Social platform experience on the 2,000 respondents

No.	Social platform experience	frequency	percent
1.	The social media platform you use most often		
	-WeChat	383	19.2
	-Twitter	200	10.0
	-Douyin (TikTok)	631	31.6
	-Racer	120	6.0
	-Little Red Book	481	24.1
	-Other (specify)	185	9.3
	Total	2000	100
2.	You often buy produce online.		
	-Never	589	29.5
	-Rare (a few times a year)	223	11.2
	-Occasionally (once a month)	496	24.8
	-Frequent (a few times a month)	287	14.4
	-Very often (weekly or more often)	405	20.3
	Total	2000	100
3.	Types of produce most frequently purchased		
	-Fresh produce (fruit and vegetables)	309	15.5
	-Dairy products	399	20.0
	-Meat and poultry	552	27.6
	-Cereals and cereals	438	21.9
	-Processed foods (jams, pickles, etc.)	110	5.5
	-Other (specify)	192	9.6
	Total	2000	100
4.	Factors that influenced your decision to purchase produce		
	-Quality of video content	302	15.1
	-Recommendations from influential people	267	13.4
	-Product reviews and ratings	213	10.7
	-Prices and discounts	296	14.8
	-Product origin and authenticity	325	16.3
	-Convenient Purchase	305	15.3
	-Other (specify)	292	14.6
	Total	2000	100
5.	The extent to which the following influenced your decision to make a purchase.		
	-Product Demo	385	19.3
	-Customer testimonials	391	19.6
	-Expert comments	376	18.8
	-Information content (tips for use, benefits)	417	20.8
	-Aesthetics Showcase	431	21.6

	Total	2000	100
6. Satisfaction with purchasing produce on social media platforms			
-Very satisfied	310	15.5	
-Satisfaction	839	41.9	
-Neutral	540	27.0	
-Unsatisfactory	112	5.6	
-Very unsatisfactory.	199	10.0	
Total	2000		100
7. Recommend social media platforms to others based on your experience			
-It's quite possible.	506	25.3	
-Maybe	640	32.0	
-Neutral	373	18.7	
-Unlikely.	285	14.2	
- It's very unlikely.	196	9.8	
Total	2,000		100

Based on the data in Table 3 regarding the social platform experience of 2,000 respondents, the following insights are reported across all seven major areas, ranked from the highest to the lowest findings:

1. Most Frequently Used Social Media Platform

The most commonly used platform was Douyin (TikTok), chosen by 31.6% (631 respondents), followed by Little Red Book at 24.1% (481 respondents) and WeChat at 19.2% (383 respondents). Smaller portions used platforms like Twitter (10%) and Racer (6%), with 9.3% (185 respondents) specifying other platforms.

2. Frequency of Online Produce Purchases

A notable 29.5% (589 respondents) indicated they never purchase produce online, while 24.8% (496 respondents) reported buying occasionally (once a month). Meanwhile, 20.3% (405 respondents) purchased produce very often (weekly or more), and 14.4% (287 respondents) made frequent purchases a few times per month.

3. Types of Produce Most Frequently Purchased

The most popular types of produce purchased were meat and poultry at 27.6% (552 respondents), followed by cereals at 21.9% (438 respondents), and dairy products at 20% (399 respondents). Fresh produce like fruits and vegetables accounted for 15.5% (309 respondents), while processed foods such as jams and pickles were the least purchased at 5.5% (110 respondents).

4. Factors Influencing Purchase Decisions

Product origin and authenticity were the leading factors influencing purchases, cited by 16.3% (325 respondents). Other key influences included convenience at 15.3% (305 respondents), the quality of video content at 15.1% (302 respondents), and prices and discounts at 14.8% (296 respondents). Influences from recommendations by influential people (13.4%) and product reviews and ratings (10.7%) were also noted, while 14.6% (292 respondents) specified other factors.

5. Influential Aspects on Purchase Decisions

Among aspects influencing purchases, aesthetics of the product showcase were most significant, with 21.6% (431 respondents) noting its importance. Information

content, such as tips for use and benefits, was influential for 20.8% (417 respondents), while customer testimonials impacted 19.6% (391 respondents). Product demos and expert comments followed closely, at 19.3% (385 respondents) and 18.8% (376 respondents), respectively.

6. Satisfaction with Purchasing Produce on Social Media

Most respondents reported a positive experience with purchasing produce on social media, with 41.9% (839 respondents) indicating satisfaction, while 15.5% (310 respondents) were very satisfied. In contrast, 27% (540 respondents) were neutral, and fewer reported dissatisfaction, with 5.6% (112 respondents) unsatisfied and 10% (199 respondents) very unsatisfied.

7. Likelihood of Recommending Social Media Platforms

When asked about recommending social media platforms for purchasing produce, 32% (640 respondents) replied "Maybe," followed by 25.3% (506 respondents) who said it was "Quite possible." Another 18.7% (373 respondents) were neutral, while 14.2% (285 respondents) stated it was "Unlikely," and 9.8% (196 respondents) said it was "Very unlikely."

So the most popular social media platform among respondents was Douyin, followed by Little Red Book and WeChat. A significant portion of the audience never purchased produce online, while those who did preferred meat, poultry, and cereals. Key influences on purchasing decisions included product authenticity and convenience, as well as visually appealing presentations and informative content. Satisfaction with social media produce purchases was generally positive, with the majority of respondents willing to recommend these platforms, albeit with some reservations. Overall, the findings suggest a strong influence of aesthetics and information quality on online purchasing behavior, highlighting opportunities for engaging and transparent content to drive consumer interest and satisfaction.

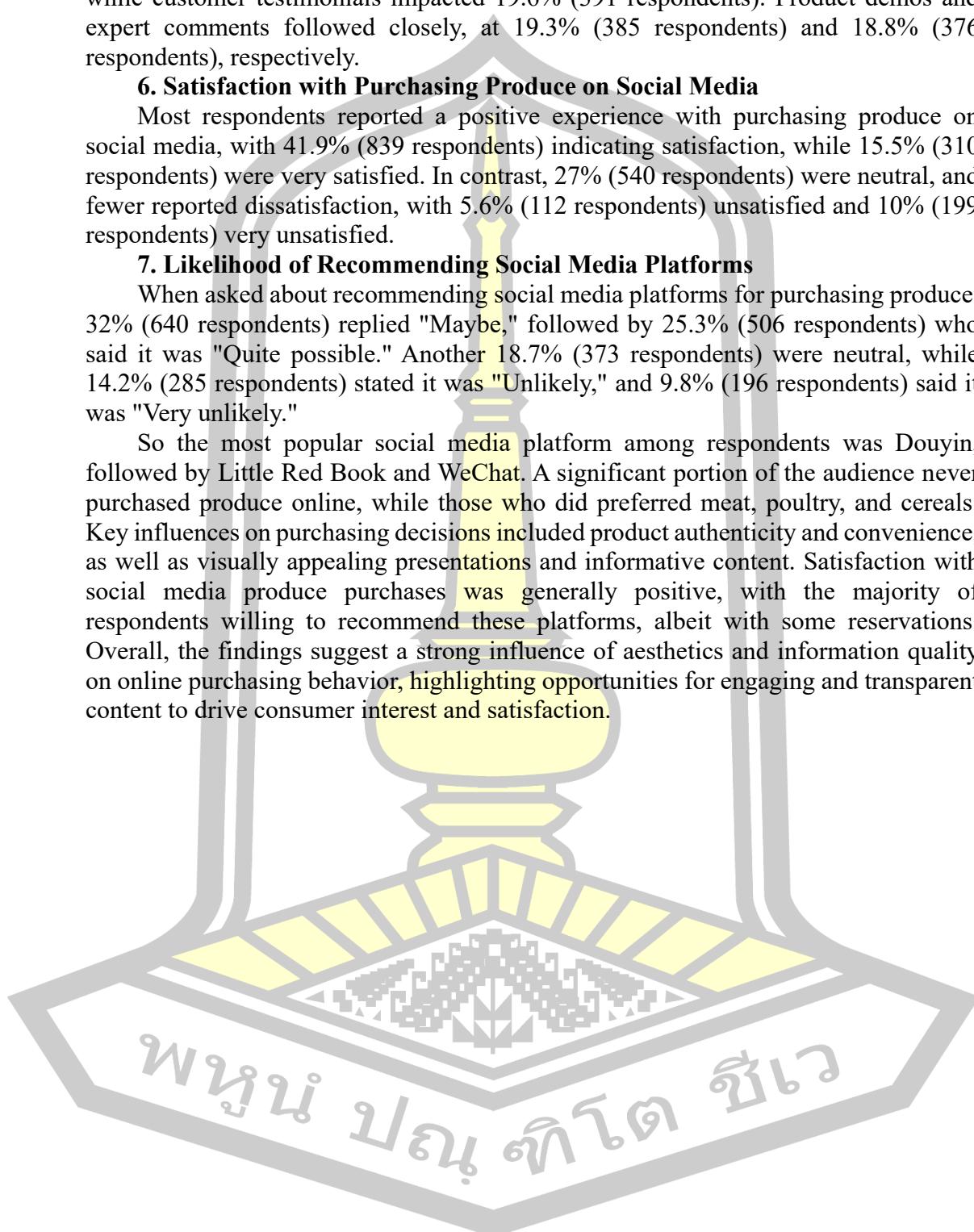


Table 4: Opinions on the 5 components influencing customer purchases.

No.	Content Components in Produce Video List	Commentary level n=2,000		Mean	S.D.	Meaning
		Mean	S.D.			
1.	Product Information					
1.1	Detailed and clear product description	4.00	0.965	high		
1.2	Demonstration of the actual use of the product	3.50	0.837	Moderate		
1.3	Demonstrate the benefits of the product	3.67	0.866	high		
1.4	Highlight the unique selling points of the product	3.83	0.722	high		
1.5	Compare products with competitors	3.13	0.769	Moderate		
1.6	Information on how to use the product	3.53	0.866	high		
	Total	3.61	0.837	high		
2.	Credibility and transparency					
2.1	Reviews and testimonials from real customers	3.83	0.983	high		
2.2	Recognition by industry experts	3.17	0.811	high		
2.3	Demonstrate what goes on behind the scenes in the production of a product	3.57	0.729	high		
2.4	Transparency of product sources	3.21	0.549	high		
2.5	Showing the environmental impact of products	3.57	0.712	high		
2.6	Demonstration of the accreditation process	4.10	0.549	high		
	Total	3.675	0.722	high		
3.	Visual and audio quality					
3.1	Video quality (lighting, colour, sound)	2.73	0.625	Moderate		
3.2	Use of visually appealing images	3.17	0.872	Moderate		
3.3	Clear voice and narration	3.00	0.665	Moderate		
3.4	Professional video editing	2.93	0.906	Moderate		
3.5	Use of animation or graphical explanations	3.17	0.772	Moderate		
3.6	Professionalism of presentation	4.50	0.837	high		
	Total	3.25	0.78	Moderate		
4.	Storytelling and Emotional Connection					
4.1	Interesting and informative storytelling	3.50	0.837	Moderate		

4.2 Emotional connection with the audience	2.33	0.816	Moderate
4.3 Demonstrate the impact of the product in real life situations	2.83	0.602	Moderate
4.4 Using Real Customer Stories	3.00	0.914	Moderate
4.5 Presentation of the product background	3.17	0.872	Moderate
4.6 Emphasise the importance of the product to the community	3.67	0.731	high
Total	3.08	0.79	Moderate
5. Engagement strategy			
5.1 Clear Call to Action (CTA)	3.67	0.966	high
5.2 Questions and Answers in Live Video	2.83	0.722	Moderate
5.3 Use of tags and keywords	2.93	0.839	Moderate
5.4 Encourage viewers to share videos to increase credibility	3.53	0.866	high
5.5 Collaboration with industry influencers	3.67	0.633	high
5.6 Building Credibility with User Generated Content (UGC)	3.67	0.506	high
Total	3.38	0.755	Moderate
Overall total	3.399	0.742	Moderate

Based on Table 4, which presents the opinions of 2,000 respondents on the five components influencing customer purchases, the overall opinion on video content components was rated at a moderate level (Mean = 3.399, SD = 0.742). Analyzing each component individually, from highest to lowest mean score, the findings highlight three notable items within each component as follows:

Credibility and Transparency (Mean = 3.675, SD = 0.722)

This component received the highest mean score, indicating that customers place significant importance on credible and transparent information when making purchase decisions. The most notable items within this category are:

1.1 Demonstration of the accreditation process (Mean = 4.10), which had the highest score, showing that verified product standards greatly influence trust.

1.2 Customer reviews and testimonials (Mean = 3.83), highlighting the role of genuine feedback in building credibility.

1.3 Environmental impact of products (Mean = 3.57), reflecting consumer interest in products that demonstrate ethical practices.

2. Product Information (Mean = 3.61, SD = 0.837)

Product information was the second-highest component, indicating its importance in purchase decisions. Key elements include:

2.1 Detailed and clear product description (Mean = 4.00), suggesting that clarity and comprehensiveness in descriptions are essential.

2.2 Highlighting unique selling points (Mean = 3.83), showing that customers value understanding what sets a product apart.

2.3 Demonstrating product benefits (Mean = 3.67), emphasizing the need for content that clearly explains product advantages.

3. Engagement Strategy (Mean = 3.38, SD = 0.755)

Engagement strategies were moderately influential, suggesting that interactive and engaging content holds value. Key items include:

3.1 Clear Call to Action (CTA) (Mean = 3.67), which encourages customer interaction and response.

3.2 Collaboration with industry influencers (Mean = 3.67), indicating that endorsements from trusted personalities are impactful.

3.3 Encouraging viewers to share videos (Mean = 3.53), showing the importance of strategies that increase content visibility.

4. Visual and Audio Quality (Mean = 3.25, SD = 0.78)

Visual and audio quality was moderately valued, with a focus on professional presentation. Notable items include:

4.1 Professionalism of presentation (Mean = 4.50), suggesting that well-produced content significantly enhances customer appeal.

4.2 Use of visually appealing images (Mean = 3.17), reflecting the importance of aesthetics.

4.3 Use of animation or graphical explanations (Mean = 3.17), indicating that creative visuals support content understanding.

5. Storytelling and Emotional Connection (Mean = 3.08, SD = 0.79)

This component scored the lowest, though it still holds relevance in customer influence. Key items include:

5.1 Emphasizing product importance to the community (Mean = 3.67), which suggests that customers appreciate products with community value.

5.2 Interesting and informative storytelling (Mean = 3.50), showing the role of engaging narratives.

5.3 Presentation of product background (Mean = 3.17), highlighting the importance of context in storytelling.

Overall, credibility and transparency were the most critical components, followed by product information, underscoring the importance of trust and clear product details. Engagement strategies, such as effective calls to action and influencer endorsements, also play a significant role. While visual and audio quality and storytelling were moderately valued, professionalism in presentation and the inclusion of community-focused narratives were impactful. These findings suggest that to drive customer purchases, content should prioritize credibility, detailed product information, and engaging strategies, supported by high-quality visuals and community-driven storytelling.

4.2 Results of the video content design quality of Luoyang community

agricultural products on social media platforms

Five experts evaluated the quality of video content design of Loyang community produce videos on social media platforms, and the evaluation results are as follows:

Table 5: General information on the five experts

No.	General information	frequency	Percentage
1.	Gender		
	- male	2	40.0
	- women	3	60.0
	- Other	0	0.0
	Total	5	100
2.	Age		
	- Under 25 years of age	2	40.0
	- 25-34	0	0.0
	- 35-44	1	20.0
	- 45-54	0	0.0
	- 55 years and over	2	40.0
	Total	5	100
3.	Educational level		
	- bachelor's degree	2	40.0
	- master's degree (MSc)	2	40.0
	- doctoral degree	1	20.0
	- Other (specify)	0	0.0
	Total	5	100
4.	Area of Expertise		
	-Marketing	1	20
	- mass communication	1	20
	-Advertisement	1	20
	-Video production	1	20
	-Content design	1	20
	Total	5	100
5.	Relevant experience		
	-Less than 5 years	1	20.0
	-5-10 years	2	40.0
	-11-15 years	0	0.0
	-More than 15 years	2	40.0
	Total	5	100

The data in Table 5 presents general information about the five experts across five main categories: gender, age, educational level, area of expertise, and relevant experience. The analysis reveals the following:

1. Gender: Among the experts, the majority are female, with 3 individuals making up 60% of the group, while 2 experts are male, representing 40%. There are no experts identifying as other genders.

2. Age r: The most represented age groups are "under 25 years" and "55 years and over," each accounting for 2 individuals or 40% of the experts. Only 1 expert falls within the 35-44 age range, making up 20%. There are no experts in the 25-34 and 45-54 age categories.

3. Educational Level r: The majority of the experts hold either a bachelor's or a master's degree, with 2 individuals (40%) in each group. One expert holds a doctoral degree, accounting for 20%, and there are no individuals with other levels of education.

4. Area of Expertise r: The experts' areas of expertise are evenly distributed across five fields: marketing, mass communication, advertising, video production, and content design. Each field is represented by 1 expert, making up 20% per field.

5. Relevant Experience r: The most common levels of experience are "5-10 years" and "more than 15 years," with each group having 2 individuals (40%). One expert has less than 5 years of experience, representing 20%, while there are no experts with 11-15 years of experience.

Summary of Findings, this analysis shows that the group of experts displays diversity in gender, age, educational background, expertise, and experience. The majority are female, and most have completed undergraduate or master's degrees. Their expertise spans various fields, reflecting a broad range of knowledge and skills in the study.

Table 6: Results of the quality evaluation of the community produce videos in Luoyang by the 5 experts

No.	Video quality evaluation criteria	Video quality level		Meaning
		n=5	Mean	
			S.D.	
1	Content			
	1.1 The video content about Luoyang farmers' fruits is interesting and engaging for the audience.	4.200	0.447	High
	1.2 The video clearly explains the benefits and value of the fruits produced by Luoyang farmers.	4.600	0.548	Highest
	1.3 The information presented in the video is accurate and reliable.	4.600	0.548	Highest
	1.4 The content of the video aligns with the objective of promoting the products.	5.000	0.000	Highest
	1.5 The video effectively communicates the unique features and selling points of the fruits from Luoyang farmers.	4.400	0.548	high
	Total	4.560	0.507	Highest

2	Visual Design and Graphics					
2.1	The visuals in the video are appealing and attract attention.	4.600	0.548	Highest		
2.2	The graphics in the video enhance clarity and understanding of the information about the fruits.	4.200	0.447	High		
2.3	The color scheme used in the video is appropriate and fits the product's atmosphere.	4.200	0.447	High		
2.4	The movement of visuals and graphics in the video is smooth and aesthetically pleasing.	4.400	0.548	High		
2.5	The imagery of the fruits in the video is clear and reflects the product's quality well.	4.600	0.548	High		
Total		4.400	0.500	High		
3	Audio and Music					
3.1	The narration in the video is clear and easy to understand.	4.600	0.548	Highest		
3.2	The background music creates a suitable atmosphere that complements the content.	4.200	0.447	High		
3.3	The sound levels in the video are well-adjusted and do not interfere with the viewing experience.	3.800	0.447	High		
3.4	The sound effects in the video help enhance the content's appeal.	3.600	0.548	High		
3.5	The use of sound and music makes the content more enjoyable and engaging.	4.200	0.447	High		
Total		4.080	0.572	High		
4	Length and Pacing					
4.1	The length of the video is appropriate for presenting the fruit products.	4.600	0.548	Highest		
4.2	The pacing of the content in the video is just right, neither too fast nor too slow.	3.800	0.447	High		
4.3	The video does not have unnecessary parts that make it overly long.	4.200	0.447	High		
4.4	The segmentation of the information in the video is clear and easy to follow.	4.400	0.548	High		

	4.5 The pacing of the edits and transitions in the video ensures smooth viewing.	3.800	0.447	High
	Total	4.160	0.554	High
5	Creativity			
	5.1 The presentation of the fruit content is creative and distinct from other media.	3.400	0.548	Moderate
	5.2 The filming techniques in the video demonstrate creativity in storytelling.	4.400	0.548	high
	5.3 The video design is unique and grabs the audience's attention.	3.600	0.548	high
	5.4 The video presents information in a modern and engaging way.	3.400	0.548	Moderate
	5.5 The use of graphics and animations in the video helps make it memorable	4.200	0.447	high
	Total	3.800	0.645	high
	Overall Total	4.200	0.609	high

Finding from table 6 The video was evaluated with an overall high-quality rating (Mean = 4.200, S.D.= 0.609), indicating strong performance across all aspects, particularly in content, visual design, and clarity of narration.

1. Content: The content of the video received a very high evaluation from the experts, with an overall total highest (Mean=4.560, S.D.= 0.507) The most notable strengths were the video achieved a perfect score of 5.000, as it effectively aligned its content with the goal of promoting the Luoyang farmers' fruit products, the video clearly explained the benefits and value of the fruits, receiving a mean score of 4.600, the information presented in the video was evaluated as highly accurate and reliable, also scoring 4.600. These results suggest that the video excelled in presenting clear, relevant, and accurate information about the fruits.

2. Visual Design and Graphics: In the area of visual design, the video received an overall total high (Mean=4.400, S.D.=0.500), the top-rated elements were the visuals in the video were appealing and attracted attention highest (Mean=4.600, S.D.= 0.548), the imagery of the fruits was clear and reflected product quality of highest, (Mean=4.600, S.D.=0.548), and the movement of visuals and graphics was smooth and aesthetically pleasing highest (Mean=4.400, S.D.= 0.548), which the video demonstrated strong visual design, effectively using imagery and graphics to enhance understanding and engagement.

3. Audio and Music: The sound and music elements were rated highly (Mean = 4.080, S.D.= 0.572). The standout aspect was the clarity and ease of understanding in the narration, which received a top score of 4.600. The use of sound and music effectively made the content more enjoyable and engaging, earning a score of 4.200. The background music helped create an appropriate atmosphere that enhanced the content (Mean = 4.200 , S.D.= 0.447). These results indicated that the sound elements contributed significantly to the overall quality of the video, although there was room

for improvement in balancing sound effects.

4. Length and Pacing: In terms of length and pacing, the video was rated as highly effective (Mean = 4.160, S.D.= 0.554). The video's length was considered appropriate for presenting Luoyang's fruit products, with a top score of 4.600. The segmentation of information was clear and easy to follow, receiving a score of 4.400, and the content was concise and to the point (Mean = 4.200, S.D.= 0.447). These findings reflected the video's strength in maintaining a suitable length and clear pacing to keep viewers engaged.

5. Creativity: The creativity of the video was rated moderately high (Mean = 3.800, S.D.= 0.645). The most notable creative aspect was the filming techniques, which demonstrated strong storytelling creativity (Mean = 4.400, S.D.= 0.548). The use of graphics and animation made the video memorable, with a score of 4.200. The video design was unique and captured viewers' attention (Mean = 3.600, S.D.= 0.548). While the video showcased strengths in creative filming and animation, there was moderate room for improvement in its overall creative presentation.

These findings present the video as highly effective, particularly in sound quality, pacing, and technical aspects, while also identifying areas for improvement in creative presentation.

4.3 Results of the video content design awareness of Luoyang community

agricultural products on social media platforms

The results of 400 viewers' perceptual evaluations of the video content of Luoyang Community Produce were collected on Douyin, a social media platform. The researchers are described below.



Table 7: General information on 400 persons

General information			frequency	Percentage
1.	Gender	Male	92	23.00
		Female	187	46.75
		Other	121	30.25
Total			400	100
2.	Age	Under 18 years old	77	19.25
		18 years old	65	16.25
		26-35 years old	78	19.5
Total		36-45 years old	87	21.75
		Over 45 years old	93	23.25
3.	Frequency	Every day	163	40.75
of Social Media Usage		3-5 times a week	103	25.75
		1-2 times a week	76	19.00
		Rarely use	58	14.50
Total			400	100
4.		You have seen or watched a promotional video for Luoyang's agricultural products on social media		
		Ever	146	36.50
		Never	254	63.50
Total			400	100

Table 7 showed the basic demographics of the 400 viewers. The majority were female, accounting for 46.75%. Most participants were over 45 years old, representing 23.25%, followed by those aged between 36 and 45 years at 21.75%. Regarding social media usage, the majority used social media daily, representing 40.75%, followed by those who used it 3-5 times per week at 25.75%. Furthermore,

most respondents, 63.50%, had never watched promotional videos for Luoyang's agricultural products on social media.

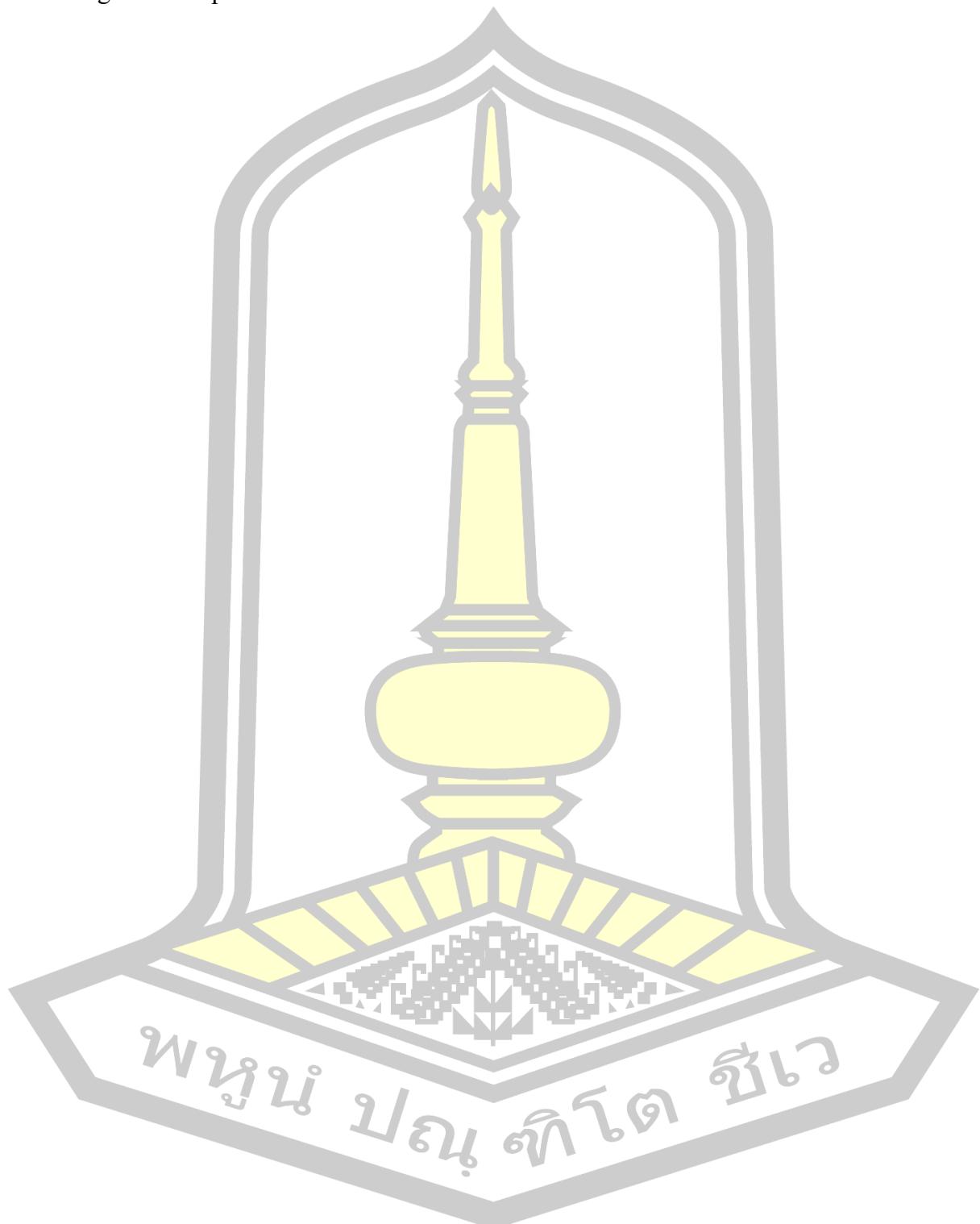


Table 8: Results of the assessment of viewers' awareness of video content on agricultural products in the Luoyang community on social media platforms.

No.	Video awareness evaluation criteria	Video awareness level		Meaning	
		n=400			
		Mean	S.D.		
1.	Communication				
	1.1 The video clearly highlights the value or unique features of Luoyang's agricultural products.	4.548	0.498	Highest	
	1.2 The video is clear and concise in delivering information about agricultural products.	4.530	0.500	Highest	
	1.3 The use of visuals and language in the video makes it easy to understand the agricultural product content.	4.473	0.500	High	
	1.4 The video content effectively conveys key information about agricultural products.	4.468	0.632	High	
	1.5 The video successfully communicates the intended emotions and feelings to the audience.	4.380	0.486	High	
	Total	4.480	0.529	High	
2.	Video Distribution on Social Media				
	2.1 The video increases awareness or recognition of Luoyang's agricultural products among social media audiences.	4.510	0.501	Highest	
	2.2 The video is suitable for use as an advertisement or promotional campaign on social media.	4.468	0.616	High	
	2.3 The video effectively stimulates likes, comments, or shares.	4.443	0.497	High	
	2.4 The video encourages viewers to share or comment on social media.	4.258	0.438	High	
	2.5 The video has a high potential for wide dissemination and reaching target audiences.	4.188	0.391	High	
	Total	4.373	0.510	High	
3.	Viewer Satisfaction on Social Media				
	3.1 The video is appropriate for social media platforms.	4.510	0.501	Highest	
	3.2 The quality of visuals and sound in the video is appropriate for product promotion.	4.465	0.499	High	
	3.3 Satisfaction with the video's length for promoting agricultural products.	4.330	0.471	High	

3.4 The video engages viewers from start to finish.	4.325	0.469	High
3.5 The video effectively communicates the value and benefits of the agricultural products.	4.195	0.702	High
Total	4.365	0.547	High
4. Stimulating product purchases			
4.1 The video enhances confidence in the quality of the presented agricultural products.	4.545	0.499	Highest
4.2 The video motivates viewers to seek more information about purchasing agricultural products	4.428	0.495	High
4.3 After watching the video, there is a desire to try Luoyang's agricultural products.	4.138	0.640	High
4.4 Luoyang's agricultural products appear more appealing to purchase after watching the video.	4.035	0.184	High
4.5 The video differentiates Luoyang's agricultural products from competitors.	3.855	0.495	High
Total	4.200	0.548	High
Overall Total	4.354	0.543	High

Table 8 the evaluation of the video content for Luoyang community agricultural products on social media platforms demonstrated high overall effectiveness (Mean = 4.354, S.D. = 0.543). The results were ranked by categories and individual criteria, from highest to lowest mean scores, as follows.

1. Communication: This category showed the highest performance (Mean = 4.480, S.D. = 0.529). The top three aspects were the video clearly emphasized the unique value and characteristics of Luoyang's agricultural products, receiving the highest rating (Mean = 4.548, S.D. = 0.498), it was highly rated for being clear and concise in delivering information about the agricultural products (Mean = 4.530, S.D. = 0.500), the use of visuals and language made the content easy to understand, also performing strongly (Mean = 4.473, S.D. = 0.500), and other aspects of communication were also rated as highly effective.

2. Video Distribution on Social Media: The video's performance in social media distribution was also high (Mean = 4.373, S.D. = 0.510). The standout features were the video effectively increased awareness and recognition of Luoyang's agricultural products among the target audience, scoring the highest in this category (Mean = 4.510, S.D. = 0.501), it was well-suited for use as an advertisement or promotional campaign on social media (Mean = 4.468, S.D. = 0.616), and the video successfully encouraged likes, comments, and shares, reflecting high engagement (Mean = 4.443, S.D. = 0.497).

3. Viewer Satisfaction on Social Media: Viewer satisfaction with the video was also high (Mean = 4.365, S.D. = 0.547). The most notable findings included: The video was considered highly appropriate for social media platforms, receiving the highest rating in this category (Mean = 4.510, S.D. = 0.501), the visual and audio quality were rated as very suitable for product promotion (Mean = 4.465, S.D. = 0.499), and viewers

were highly satisfied with the length of the video for promoting agricultural products (Mean = 4.330, S.D. = 0.471).

4. Stimulating Product Purchases: The video's effectiveness in stimulating product purchases was rated highly (Mean = 4.200, S.D. = 0.548), key findings included: The video significantly increased confidence in the quality of the agricultural products, receiving the highest score in this category (Mean = 4.545, S.D. = 0.499), it also motivated viewers to seek more information about purchasing the products (Mean = 4.428, S.D. = 0.495), and after watching the video, respondents expressed a strong desire to try Luoyang's agricultural products (Mean = 4.138, S.D. = 0.640).

4.4 Results of the video content satisfaction results for Luoyang community

agricultural products on social media platforms

The results of satisfaction with the content of the video about Luoyang community agricultural products on social media platforms evaluated by 400 viewers are presented by the researcher as follows.

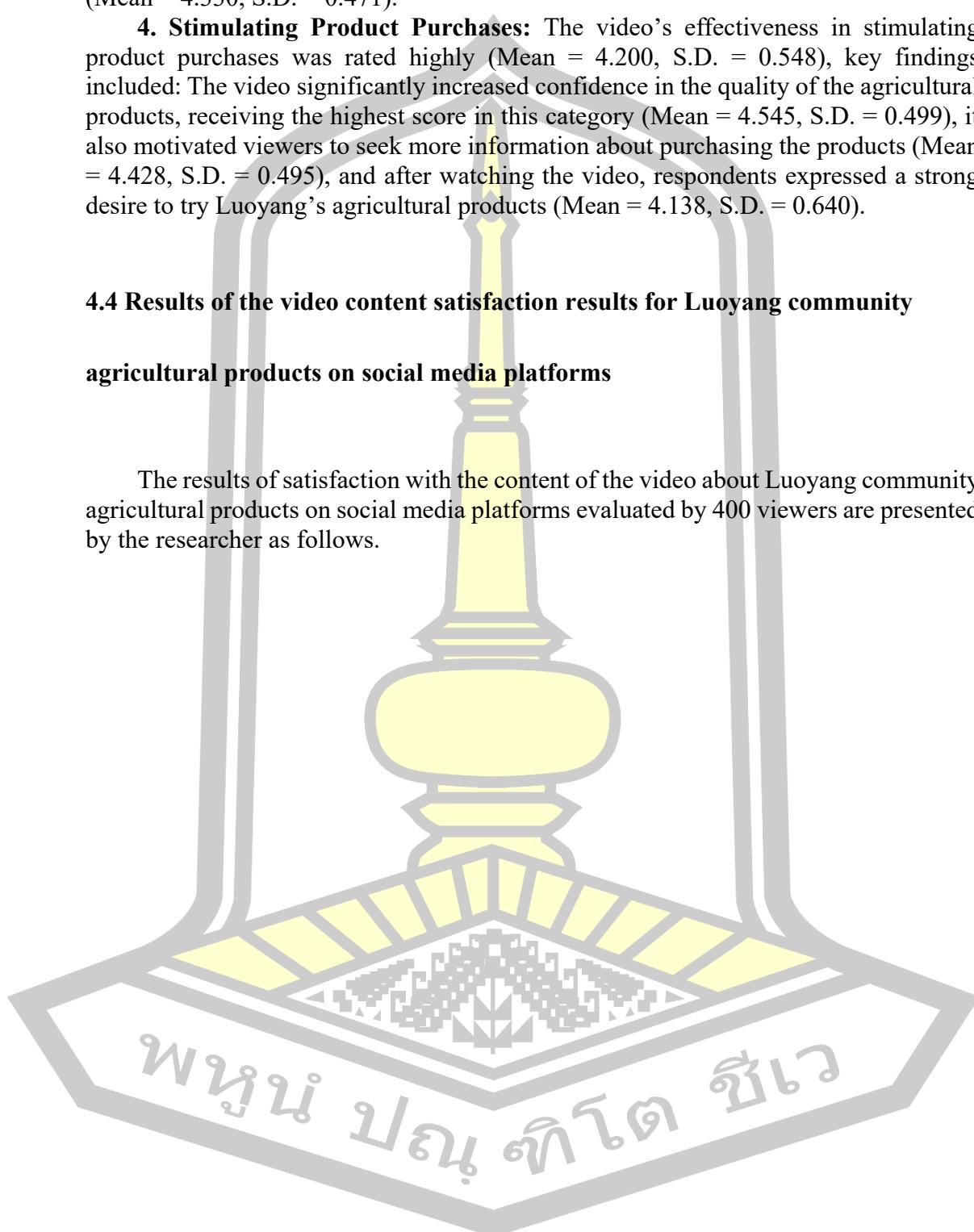


Table 9: Video satisfaction evaluation by the 400 people

No.	Video satisfaction evaluation criteria	Video satisfaction level		Meaning	
		n=400			
		Mean	S.D.		
1	The video's quality, including both visual and audio aspects, was appropriate for promoting Luoyang community's agricultural products.	4.508	0.621	High	
2	You were satisfied with the presentation of content through the video's design and creativity.	4.500	0.501	High	
3	The video helped you understand the unique features and value of Luoyang community's agricultural products.	4.493	0.501	High	
4	The video increased your confidence in the quality of Luoyang community's agricultural products.	4.483	0.500	High	
5	After watching the video, you felt more interested in Luoyang community's agricultural products.	4.463	0.587	High	
6	You were satisfied with the clarity of the information about the agricultural products presented in the video.	4.448	0.598	High	
7	Overall, you were satisfied with the video used to promote the agricultural products of Luoyang community.	4.413	0.651	High	
8	The video content was interesting and engaging, keeping your attention until the end.	4.355	0.725	High	
9	The video had an appropriate length for promoting agricultural products.	4.308	0.777	High	
10	The video captured your attention from the beginning.	4.273	0.724	High	
Overall Total		4.424	0.630	High	

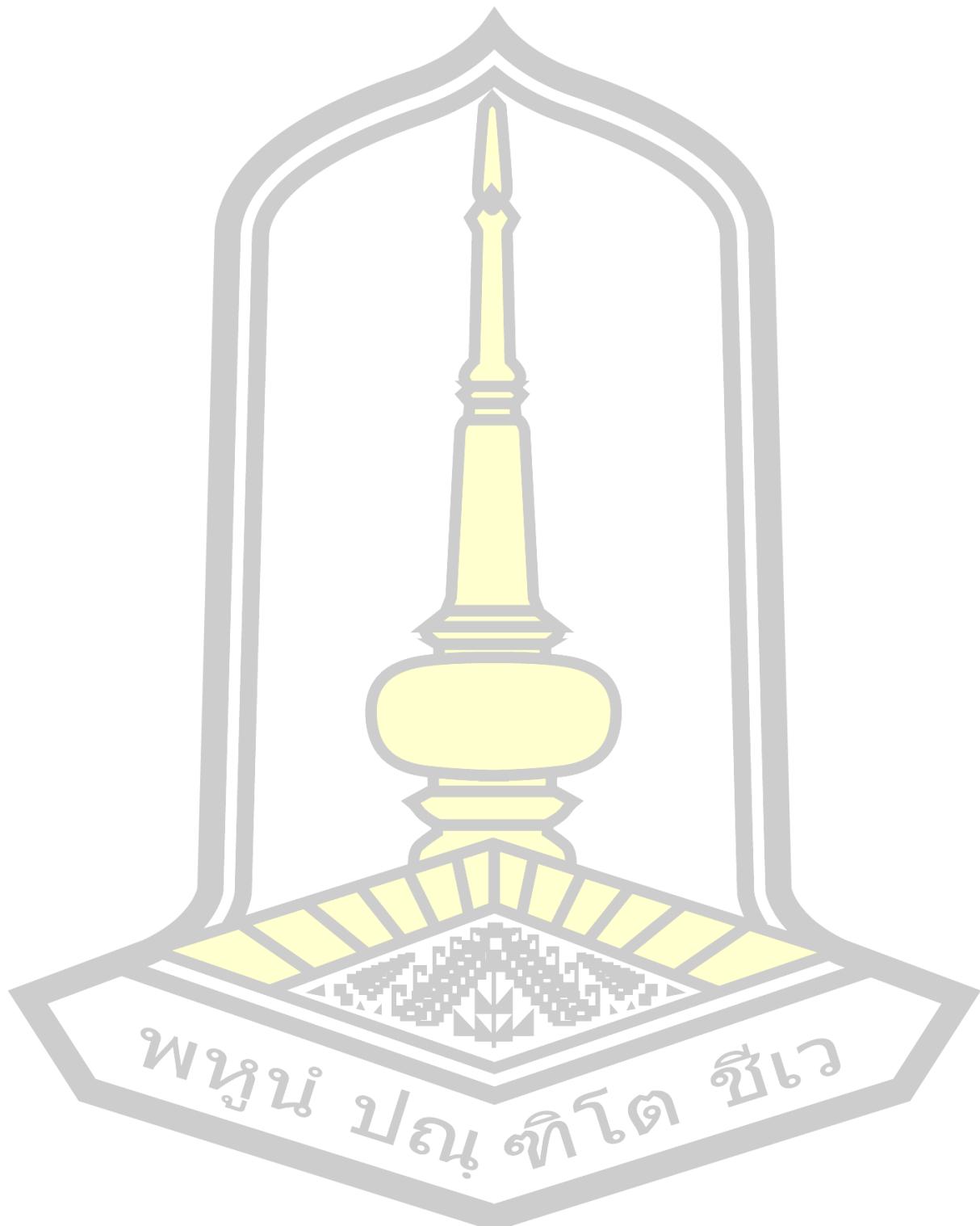
The results from Table 4 indicated that overall viewer satisfaction with the video was high (Mean = 4.424, S.D. = 0.630). The majority of the 400 respondents highlighted several key strengths:

The overall quality, including both visual and audio elements, received the highest rating (Mean = 4.508, S.D. = 0.621), reflecting the video's technical excellence in supporting its promotional objectives. Respondents were highly satisfied with the creative design of the content, which effectively captured attention and conveyed the message in an engaging manner (Mean = 4.500, S.D. = 0.501).

The video was also successful in helping viewers clearly understand the unique features and value of Luoyang's agricultural products (Mean = 4.493, S.D. = 0.501), demonstrating its effectiveness in highlighting key selling points. As a result, viewers' confidence in the quality of the products increased significantly (Mean = 4.483, S.D. = 0.500).

After watching the video, respondents expressed a high level of interest in the products (Mean = 4.463, S.D. = 0.587), indicating the video's ability to generate curiosity and potentially drive future sales.

Across all other evaluated aspects, respondents consistently expressed high levels of satisfaction.



CHAPTER 5

CONCLUSION, DISCUSSION AND SUGGESTION

The following conclusions, discussions and recommendations are drawn from the study of "Video Content Design of Luoyang Community Agriculture Products on Social Media Platform":

5.1 Conclusion

The researchers divided their conclusions into 4 topics:

5.1.1 the components of producing video content that influence customer purchases on social media.

In summary, the majority of respondents were young adults, predominantly from Northeast and Eastern China, with varying educational backgrounds and a significant proportion earning over \$20,000 per month. Social media engagement was high, with many spending 4-6 hours or more on these platforms daily. This demographic profile suggests a young, educated, and digitally engaged audience with a diverse income range. So the most popular social media platform among respondents was Douyin, followed by Little Red Book and WeChat. A significant portion of the audience never purchased produce online, while those who did preferred meat, poultry, and cereals. Key influences on purchasing decisions included product authenticity and convenience, as well as visually appealing presentations and informative content. Satisfaction with social media produce purchases was generally positive, with the majority of respondents willing to recommend these platforms, albeit with some reservations. Overall, the findings suggest a strong influence of aesthetics and information quality on online purchasing behavior, highlighting opportunities for engaging and transparent content to drive consumer interest and satisfaction.

Overall, credibility and transparency were the most critical components, followed by product information, underscoring the importance of trust and clear product details. Engagement strategies, such as effective calls to action and influencer endorsements, also play a significant role. While visual and audio quality and storytelling were moderately valued, professionalism in presentation and the inclusion of community-focused narratives were impactful. These findings suggest that to drive customer purchases, content should prioritize credibility, detailed product information, and engaging strategies, supported by high-quality visuals and community-driven storytelling.

5.1.2 The video content design quality of Luoyang community agricultural products on social media platforms

The video achieved an overall high-quality rating, with a strong performance across various aspects such as content, visual design, and narration clarity. The content was rated very highly, especially for aligning well to promote Luoyang farmers' fruit products, explaining the fruits' benefits clearly, and providing accurate information. The visual design was also commended, with appealing graphics that effectively highlighted the product quality and maintained a smooth visual flow. The narration clarity stood out in terms of audio and music, and the background music successfully

created an engaging atmosphere, although slight improvements in sound balancing were noted. The length and pacing were appropriate, ensuring concise content segmentation that kept the audience engaged. Creativity received a moderately high rating, with particular praise for storytelling techniques and animation use, though there remained potential to enhance the overall creative impact further. In summary, the video was highly effective in quality and engagement, with minor areas for creative refinement.

5.1.3 The video content design awareness of Luoyang community agricultural products on social media platforms

The video effectively raised awareness and promoted understanding of Luoyang's agricultural products among social media viewers, receiving a high overall rating. The video clearly communicated the unique features and value of the products, with particularly strong ratings in clarity and concise delivery of information. Visuals and language were found to facilitate ease of understanding, and the video successfully conveyed the intended emotions, enhancing engagement. Distribution on social media proved effective, as the video increased product recognition and encouraged interactions such as likes, comments, and shares, demonstrating strong potential for broad reach. Viewer satisfaction was high, with participants appreciating the video's quality and its suitability for social media platforms. Furthermore, the video positively influenced viewers' confidence in the product quality and stimulated interest in purchasing, highlighting its effectiveness as a promotional tool. Overall, the video achieved its goals in raising awareness, engaging viewers, and promoting Luoyang's agricultural products on social media.

5.1.4 The video content satisfaction results for Luoyang community agricultural products on social media platforms

The findings from Table 9 reveal that the video received high satisfaction ratings from the 400 participants. Participants rate the video highly in terms of visual and audio quality, considering it appropriate for promoting the Luoyang community's agricultural products. Satisfaction with the content presentation, design, and creativity also stands out, reflecting the video's effectiveness in capturing viewers' attention. Furthermore, the video successfully conveys the unique qualities and value of the products, enhancing participants' understanding and confidence in the product quality. Interest in the products increases after viewing, and participants find the information clear, concise, and engaging throughout. Although satisfaction is high across all criteria, minor improvements could enhance early viewer engagement and overall attention retention. Overall, the video proves effective as a promotional tool, delivering high-quality content that resonates well with the audience.

5.2 Discussion

The findings reveal that credibility, transparency, and detailed product information are essential in influencing customer purchases on social media platforms. Respondents rated the demonstration of product authenticity, accreditation, and clear descriptions as most impactful, suggesting a strong preference for trustworthy, informative content. This aligns with studies indicating that transparent information and customer

testimonials build trust, which is crucial for purchase intentions in online environments (Ertz, M., et al, 2016; Shi et al., 2021; Wang and Li, 2019). Engagement strategies, such as calls to action (CTAs) and influencer endorsements, also play a significant role, as interactive elements foster community engagement and expand reach, particularly on platforms like Douyin (Ki. C., et al, 2020). which corresponds with the findings of Chen and Zhang (2020). They observed that interactive elements on social media foster a sense of community and increase consumer engagement, especially on platforms with high user interaction, such as Douyin. This aspect of engagement is particularly significant, as Akgül (2019) also noted that interactive and community-focused elements can extend reach and visibility, thus enhancing product awareness. While visual and audio quality, along with storytelling, were moderately valued, these elements add depth to consumer experience by enhancing professionalism and fostering a community connection. Overall, the findings suggest that effective video content should prioritize credibility and clear product information, supported by engaging, visually appealing elements to attract and retain a digitally active audience.

The high-quality rating of the video content design for Luoyang community agricultural products on social media reflects strong performance in content accuracy, visual appeal, and narration clarity. The content received particularly high marks for effectively promoting Luoyang's fruit products by providing clear explanations of product benefits and ensuring accurate information, which aligns with findings that accurate, informative content enhances viewer trust and engagement (Sang, V., et al,2024; Sang et al., 2024). The visual design also played a critical role, as appealing graphics and smooth visual flow highlighted the product's quality, supporting Qiu and Zhang's (2024) assertion that visual appeal significantly influences customer engagement in digital platforms. Narration clarity was highly rated as well, with background music creating an inviting atmosphere that aligned with the audience's preferences (Wang and Chen, 2021), though some minor sound balancing improvements were suggested, mirroring Bucko et al.'s (2018) findings that small technical adjustments can optimize viewer satisfaction. Effective pacing and content segmentation maintained audience interest, which is essential for viewer retention on platforms like Douyin (Ki. C., et al, 2020). While creativity was moderately rated, particularly in storytelling and animation, experts saw the potential for further enhancement to maximize impact. Overall, the video demonstrated high effectiveness in engaging viewers, with minor areas identified for creative improvement to boost its appeal and resonance further.

The video content design for Luoyang community agricultural products successfully raised awareness and enhanced viewers' understanding of these products on social media, earning a high overall rating. By clearly highlighting the unique features and benefits of Luoyang's agricultural offerings, the video was able to communicate product value effectively—a critical factor for consumer engagement in online settings (Bucko, J., et al, 2018). The use of clear visuals and straightforward language supported ease of comprehension, aligning with Ki. C., et al, (2020) found that visual clarity and concise messaging are essential for effective digital communication. The video also elicited strong emotional engagement, as evidenced by high levels of viewer interaction, including likes, comments, and shares, which enhanced its reach and recognition across the platform. This engagement reflects the importance of interactive features in driving consumer awareness and brand visibility

(Akgül, Y., 2019; Liu and Lee (2021)). High viewer satisfaction further reinforced the video's impact, with respondents reporting increased confidence in product quality and a heightened interest in purchasing. These outcomes underscore the video's success as a promotional tool that not only engaged viewers but also encouraged positive perceptions and purchase intentions, demonstrating the power of well-designed content in digital agricultural marketing.

The findings indicate that the video received high satisfaction ratings from the 400 participants, particularly in terms of visual and audio quality, deemed suitable for promoting the Luoyang community's agricultural products. Participants rated the video highly for content presentation, design, and creativity, highlighting its effectiveness in capturing attention and engaging viewers. The video conveyed the unique qualities and value of the products effectively, which enhanced participants' understanding and boosted their confidence in the product quality—an essential factor in influencing purchase intent (Bucko, J., et al, 2018). Post-viewing, participants reported increased interest in the products, finding the information clear, concise, and consistently engaging, aligning with the importance of well-structured content in digital marketing (Ki. C., et al, 2020). Although overall satisfaction was high, feedback suggested minor improvements to enhance early viewer engagement and retention, a factor supported by research showing that early engagement is key to maintaining audience interest (Akgül, Y., 2019), a point highlighted by Lee and Chen (2021), who noted that a captivating introduction can set the tone for viewer retention in promotional media. In summary, the video serves as an effective promotional tool, delivering high-quality, resonant content that successfully informs and engages its audience.

5.3 Suggestion

5.3.1 Suggestions for Effective Video Content Design

1) Tailored Content for Target Audiences: The study highlighted the importance of creating video content that aligns with specific target audiences. Understanding the preferences of different age groups and genders could lead to more effective marketing strategies. For instance, younger audiences might prefer lively and engaging content, while older viewers might appreciate more informative and straightforward presentations.

2) Platform-Specific Strategies: The research suggested that marketers should develop platform-specific strategies due to varying levels of engagement across different social media platforms. For example, content that performs well on Douyin (TikTok) might not have the same impact on WeChat. Customizing content to suit the unique characteristics of each platform could enhance audience engagement and influence purchasing behavior.

3) Incorporating Audience Feedback: The study emphasized the importance of collecting and analyzing audience feedback on video content. This feedback can provide insights into the most effective elements for influencing purchasing decisions, enabling continuous improvement in content design.

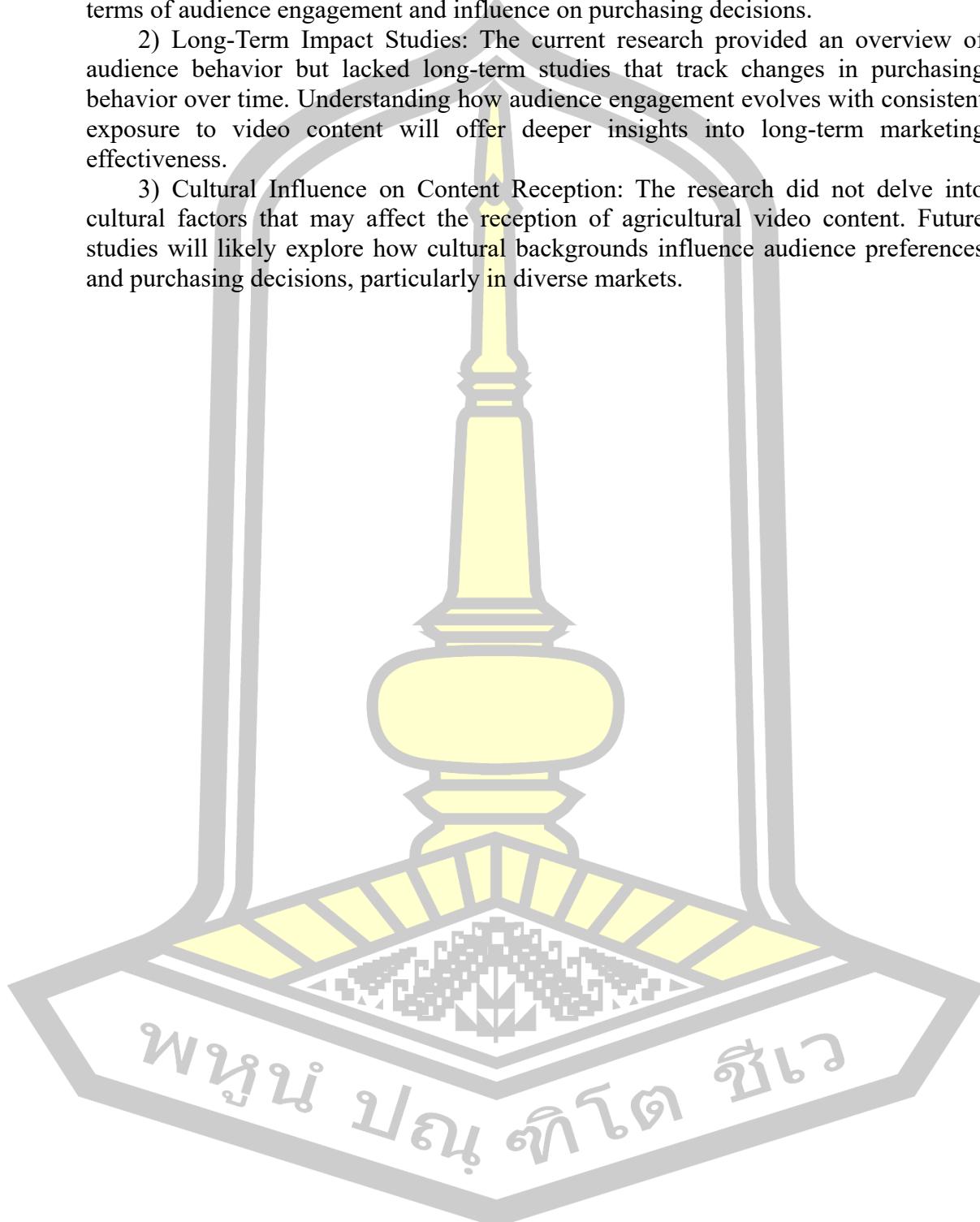
5.3.2 Recommendations for Future Research

1) Exploring Limited Content Formats: While this study focused on video content,

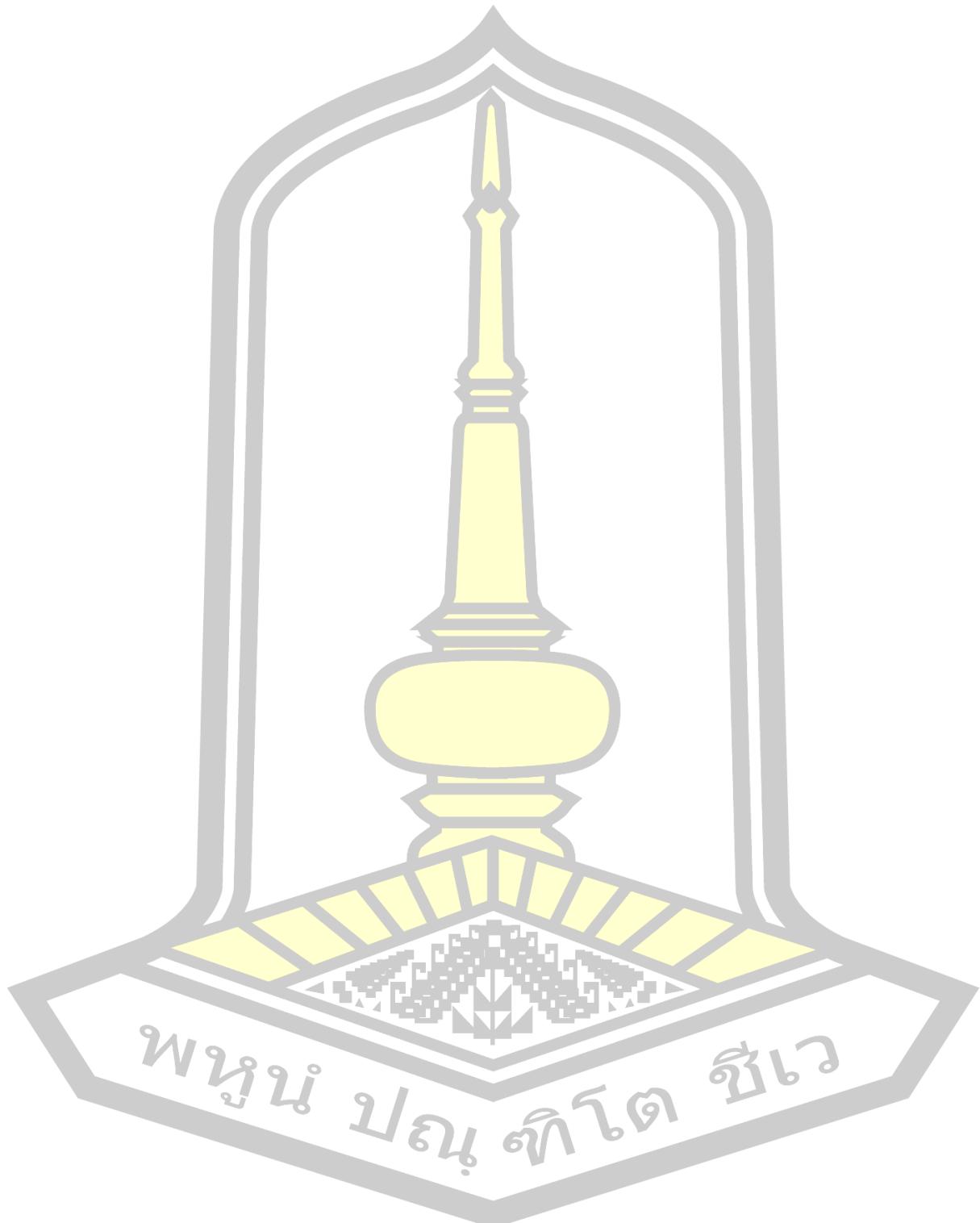
there will be opportunities to explore other content formats, such as live streaming or interactive content. Future research will likely examine how these formats compare in terms of audience engagement and influence on purchasing decisions.

2) Long-Term Impact Studies: The current research provided an overview of audience behavior but lacked long-term studies that track changes in purchasing behavior over time. Understanding how audience engagement evolves with consistent exposure to video content will offer deeper insights into long-term marketing effectiveness.

3) Cultural Influence on Content Reception: The research did not delve into cultural factors that may affect the reception of agricultural video content. Future studies will likely explore how cultural backgrounds influence audience preferences and purchasing decisions, particularly in diverse markets.



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