

Research on Consumers' Adoption Behavior of External Information Search and its Influencing Factors

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Abstract

Consumer information search is an important link in the process of consumer purchase, and is the basis for consumers to reasonably solve problems and make decisions. The consumption structure of our country has changed, consumers are more in favor of green and healthy agricultural products, but the occurrence of agricultural quality safety events such as "dirt pickle" and excessive use of additives lead to great risk and uncertainty of consumer purchase decision. To reduce information leakage and overload, one of the options available to consumers is information search. This paper takes the buyers of green agricultural products as the research object, collects relevant data by questionnaire method, analyzes the data by SPSS statistical software, studies the information search and adoption behavior of the buyers of green agricultural products and its influencing factors, and provides feasible suggestions for enterprises to develop and improve their own marketing strategies.

Keywords

Consumer Information Search Adoption Behavior; Green Agricultural Buyers; Influencing Factors; SPSS Statistical Analysis.

1. Introduction

Green development is one of the new development concepts put forward by the CPC Central Committee. Promoting green consumption is an inevitable requirement for implementing the development concept and realizing the goal of "double carbon". We will strengthen supervision over the quality and safety of agricultural products and food safety, and develop green agricultural products, organic agricultural products and agricultural products with geographical indications. In 2022, China's CCTV 3 · 15 party exposure use pits of pickled sour pickled cabbage, soil pit sauerkraut health care food process, stamped on the sour pickled cabbage, throw cigarette butts, etc. The scene lens. Consumers' demand for and attention to green agricultural products and other safe food is constantly improving, but the frequent occurrence of agricultural product quality safety incidents leads to the reduction of consumers' trust in green agricultural products. With the popularization of the Internet, information overload has become a normal phenomenon. Consumers need to spend a lot of time and money every day to obtain the information they need from the massive amount of information. At the same time, relevant enterprises spend a lot of money and technology to provide product information for consumers, but some of the information is not required by customers, resulting in the dislocation of information supply and demand. Therefore, enterprises related to green agricultural products need to deeply investigate the adoption ways and behaviors of consumers' information search, understand the process and influencing factors of consumers' information search adoption behaviors, and selectively provide consumers with information.

2. Research Review

Information search adoption behavior was first used by An&Mark[1] and Christy&Matthew[2], and Christy&Matthew et al. made a clear definition of information adoption behavior: information adoption behavior is one of the main behaviors that users seek behavior guidance in virtual groups. In recent years, many domestic scholars have also conducted in-depth research on consumers' external information search adoption behavior.

Rongna Geng believes that information search adoption behavior is a process of information search, integration, selective adoption and utilization driven by consumers' motivation, triggered by consumers' information needs [3]. Chunming Liu constructed a theoretical model of information adoption behavior and tested the relationship between the factors influencing the information adoption behavior on the e-commerce platform of green agricultural products through empirical analysis. The results showed that the perceived usefulness of information, the satisfaction of the information user, the security of the platform environment and the platform information technology had a positive impact on the adoption intention of consumers on the e-commerce platform. Information adoption has a positive impact on information adoption behavior [4]. Qi Cao looked for influencing factors that affect consumers' adoption of personalized recommendation, improved personalized recommendation service quality and consumer satisfaction, and finally improved the cross-selling ability of e-commerce platforms [5]. Gewei Zhang discussed the influence of reverse review on consumers' willingness to adopt information, the mediating effect of perceived reviewers' goodwill and the moderating effect of online shopping experience, which provided a theoretical basis for effective management of online additional review [6]. Combining the characteristics of "we media" marketing, Qing Li divides the influencing factors of consumer information adoption into three dimensions: subject, object and environment. The subject includes user's cognitive level, information literacy and personal preference; the object includes information source credibility, information organization effectiveness and advertising incentives; and the environment includes social influence and technological influence. A model of influencing factors of consumer information adoption in we-media marketing is constructed, and empirical analysis is carried out on the model [7]. Based on the information adoption model and the information system success model, Lianzhuang Qu et al. explored the influence mechanism of the features of online product reviews on consumers' information adoption decisions [8].

3. Construct Theoretical Model

Consumer external information search adoption behavior covers library and information science, consumer behavior and other disciplines. Previous scholars mostly based on consumer behavior theory, psychological motivation theory, etc. This paper considers the variables involved in various disciplines and theories to study consumer information search adoption behavior and build theoretical models and hypotheses.

In this paper, the buyer of green agricultural products is selected as the research object, mainly based on the following two considerations: first, green agricultural products as the type of agricultural products favored by consumers, the importance and demand is extremely obvious, that is, green agricultural products belong to the high degree of entry products, most consumers will carry out a wide range of information search; Secondly, green agricultural products are pollution-free, safe and other characteristics, and consumers can often recall certain specific aspects of the search process before buying such products. Based on the framework of consumers' external information search behavior and influencing factors proposed by scholars Schmidt and Spreng and combined with the research of domestic scholars on consumers' search adoption behavior, this paper studies consumers' green search adoption behavior. The perceived benefits, perceived costs, searching ability, product involvement degree, perceived risks, and product perception are taken as the driving factors affecting consumers' information searching efforts, and the effects of product knowledge and consumers'

education on searching ability are explored. The impact of product involvement degree and perceived risk on perceived return is shown in [Figure 1](#).

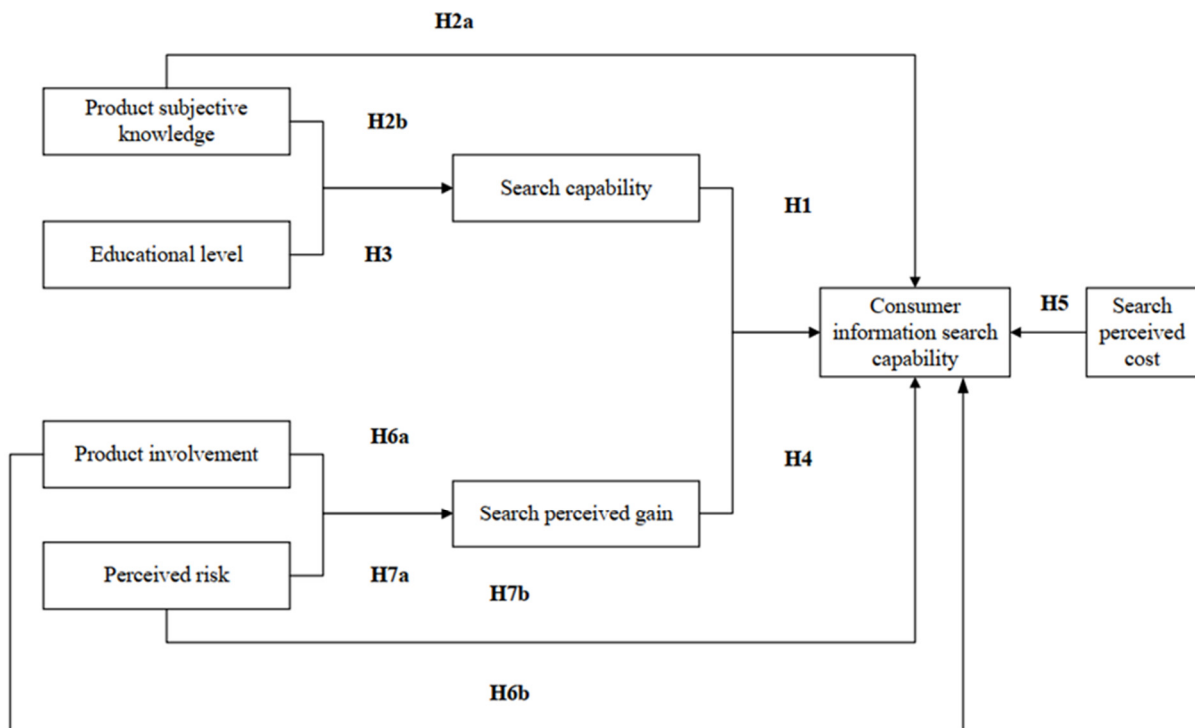


Figure 1. Model diagram of consumer information search effort and its influencing factors

4. Research Hypothesis

Consumer external search ability refers to consumer's perceived ability to search and process external information, including perceptual processing ability, knowledge of search program and knowledge of information source.

Product knowledge includes subjective knowledge and objective knowledge. Subjective knowledge refers to the amount of knowledge that consumers feel they have mastered subjectively, while objective knowledge refers to the knowledge about products that consumers have mastered objectively. To some extent, there is a connection between the two, but there is a difference between the two. In practical research, objective knowledge is difficult to measure, so subjective knowledge is generally used to measure the level of consumer product knowledge.

Self-efficacy refers to people's judgment of their ability to achieve certain results in the process of organizing and executing requirements. According to the self-efficacy theory, the factors that affect consumers' adoption behavior of external information search mainly include: knowledge level, education level and their own purchasing experience.

The income model adopts the behavior theory of consumers' external information search. In the theory, the search income refers to the degree of consumers' expectation for uncertain results and their satisfaction with the results when making purchase decisions. Search cost refers to the time, money and other related costs spent by consumers in the information search adoption behavior. When the perceived search cost of consumers is less than the perceived benefit of consumers, consumers will increase their search efforts. When the marginal cost of consumer search adoption is equal to the marginal benefit, consumers will stop information search adoption.

The degree of product involvement refers to the motivation, interest and intensity of consumers towards products and activities that cannot be directly observed, that is, the degree to which consumers perceive the importance of products according to their own ideas and values.

Perceived risk refers to a kind of risk that consumers will undertake, that is, a kind of risk behavior that consumers will undertake due to an uncertainty of purchasing behavior.

Based on the above theoretical basis and relevant scholars' research achievements, this paper proposes the following research hypotheses:

H1: There is a positive correlation between consumers' external information searching ability and the degree of searching ability.

H2a: Consumers' subjective knowledge of products positively influences consumers' efforts in searching external information.

H2b: Consumers' subjective knowledge of products positively influences consumers' external information searching ability.

H3: Consumers' education level positively affects consumers' adoption behavior of external information search.

H4: Consumers' perceived benefits positively affect consumers' external information searching efforts.

H5: Consumers' search costs negatively affect consumers' search efforts for external information.

H6a: Consumers' product involvement positively affects consumers' perceived benefits of external information search.

H6b: Consumers' involvement in products positively affects consumers' external information searching efforts.

H7a: Consumers' perceived risk positively affects consumers' perceived income from external information searching.

H7b: Consumers' perceived risk positively affects consumers' external information searching efforts.

5. Conclusion

Through questionnaire survey, questionnaire data were collected and sorted out, and reliability and validity analysis was carried out. It was concluded that the questionnaire had high reliability and validity. After factor analysis, correlation analysis and regression analysis on the questionnaire, the following conclusions are drawn:

(1) The use of information sources. Based on the research results of external information search and adoption behavior of green agricultural products consumers, the main channels used by green agricultural products consumers in external information search and adoption are people around them, Internet search (such as Weibo, Baidu, etc.) and merchants' publicity.

(2) Information search content. In this paper, the specific information of green agricultural products that consumers pay attention to in the process of external information search and adoption is studied. The results show that consumers of green agricultural products are most concerned about whether chemical fertilizers and pesticides are not used, quality, brand and sales volume of agricultural products in the information search and adoption. This has a strong reference significance for agricultural products enterprises to promote their own agricultural products and to convey information to consumers.

(3) Information search efforts and influencing factors. Based on the research of relevant scholars, this paper constructs the model and hypothesis of the external information search and adoption behavior of green agricultural products consumers and its influencing factors, and analyzes the data and verifies the hypothesis through the empirical data obtained from questionnaires and scales. The results show that the searching ability, product (subjective) knowledge, product involvement degree and perceived income of green agricultural products consumers have significant positive effects on information searching efforts. The perceived search cost and perceived risk of green agricultural products consumers have a significant negative impact on the information search effort. The degree of product involvement of green agricultural products consumers has a significant positive impact on their

perceived benefits of external information search, while the product perceived risk has a significant negative impact on the perceived benefits of external information search. The product (subjective) knowledge and education level of green agricultural products consumers have a significant positive effect on their information searching ability.

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