



# An Empirical Study on the Influence of Brand Story Function on Purchase Intention

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**Abstract.** Brands are widely using Story-telling to convey brand value and information. Existing studies also discuss the influence of brand stories on consumer attitudes and behaviors from the perspective of story elements and structure, few studies put forward how to tell a good story for agricultural products brands. Therefore, this paper want to study the relationship between the brand story function of agrarian products and consumers' purchase intention. Analyzes the mediating effect of brand attitude and the moderating effect of product knowledge. The results show that the usefulness and affect of agricultural product brand story function contribute to improving consumers' purchasing intention, and brand attitude plays an intermediary role in the relationship between the two. Product knowledge negatively moderates the relationship between usefulness and consumers' purchase intention. It positively regulates the relationship between emotion and consumers' purchase intention.

**Keywords:** Agricultural Products Brand Story Function · Usefulness · Affect · Brand Attitude · Purchase Intention · Product Knowledge

## 1 Introduction

“Story-telling” is an emerging way to shape and spread brands. Brand stories skillfully connect the brand background, core values, and emotions that brands want to express, and deliver to consumers with levels, the oldest and most potent form of communication [11]. Brands use brand stories to communicate with consumers and establish affective connections between consumers and brands, to improve product understanding, judgment, and communication.

Many agricultural products brands have begun to create added value for their products by telling brand stories [5], such as “Chu Orange,” “Plum Seven,” and “Liu Tao”, and other inspirational agricultural products stories have become the leading factors to guide consumption and create brand value. However, with the popularization and application of network we-media and short video we-media, some agricultural brands still used flat and slogan marketing advertisements in the past, which cannot achieve differentiated competition of agricultural brands [2].

To help the brand to tell good stories, the researchers from the brand story structure [4], needs to include elements set out to provide advice to the brand. Still, previous

research has fewer explore agricultural products brand, how to tell good stories, therefore, the research purpose of this article from the brand of agricultural products have the function of the story, Explore its impact on consumers' attitudes and behavioral intentions, and provide a theoretical basis for agricultural brands to tell good stories.

## 2 Review of the Literature and Research Hypothesis

### 2.1 Brand Story Function

The elements, structure, and characteristics of the brand story can only ensure the story's integrity. In addition to these inherent factors, the brand story should also have the marketing effect of promoting consumers' purchase intention. The element in achieving such marketing effect is the function of a brand story [12]. This study divides the function of agricultural brand stories into usefulness and affect, and analyzes its influence on consumers' purchase intention.

The usefulness of agricultural products brand story can meet the needs of consumers to product function or utility; consumers are faced with a brand story the usefulness of the content, focus attention in the value of a product or commodity attribute, such as receiving information and determine whether to meet their own needs, to decide whether to need to purchase [6]. Based on this, the hypothesis is proposed:

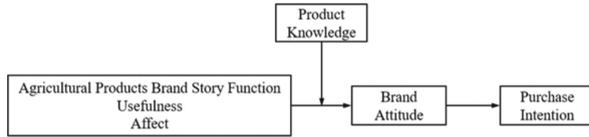
H1: Usefulness has a positive impact on consumers' purchase intention.

Granitz and Forman (2015) [7] used the research method of the interview to find that brand stories can establish and strengthen the affect connection between brands and consumers, and the process of story communication through media can strengthen emotions, generate positive brand attitude and stimulate purchase desire. Based on this, the hypothesis is proposed:

H2: Affect has a positive impact on consumers' purchase intention.

### 2.2 Brand Attitude

Sheinin et al. (2011) found that usefulness in business stories can influence the degree to which consumer attitudes are improved. Schiffman (2004) believes that consumers' feelings towards specific services or brands constitute the affective component of their attitudes, and consumers' emotions towards brands influence their brand attitudes. Many kinds of research have found that brand attitude has a positive influence on consumers' purchase intention (JeeYoung et al. 2013). Therefore, based on the belief-attitude-intentional-behavior psychological model proposed by Ajzen, I., and Fishbein (1975) [1], this study believes that brand attitude plays a mediating role in the influence path of agricultural product brand story function consumers' purchase intention. Based on this, the hypothesis is proposed:



**Fig. 1.** Research framework

H3: Brand attitude plays an intermediary role between usefulness and consumers’ purchase intention.

H4: Brand attitude plays an intermediary role between affect and consumers’ purchase intention.

**2.3 Product Knowledge**

Brucks (1985) was the first to define product knowledge, believing that product knowledge refers to consumers’ mastery of relevant expertise such as professional terms, product characteristics and attributes, and usage methods of similar products. Mattila (2000) [8] found that consumers with a low familiarity with professional knowledge prefer the form of Story-telling advertising, and this advantage will be magnified when the story makes consumers feel happy. Consumers who are relatively familiar with professional knowledge are not affected by the format of AD presentations. Based on this, the hypothesis is proposed:

H5: Product knowledge negatively moderates the influence of usefulness on brand purchase intention;

H6: Product knowledge positively moderates the influence of affect on brand purchase intention;

This paper constructed a moderated mediation model, and investigated the relationship between emotion, usefulness, brand attitude, purchase intention, and product knowledge. In this study, the brand attitude was used as the intermediary and product knowledge as the moderator to study the influence of brand story function on purchase intention. The research model is shown in Fig. 1.

**3 Research Design**

**3.1 Research Tools**

Usefulness was measured using four questions, such as “This story provides relevant information” [10]. Affect was measured with five questions, such as “I enjoyed reading the story” (Hsieh 2017). Brand attitude was measured with four questions, such as “I think the brand is good for the orange” (Lee and Mason 1999). Purchase intention is measured with four questions, such as “I may buy this brand product” (Dodds1991). Product knowledge was measured with four items, such as “I know the orange” [3]. Cronbach coefficients were applied to all variables measured using a multi-item scale, ranging from 0.847 to 0.956.

### 3.2 Research Sample

This study verifies and analyzes the influence of agricultural product brand story function on consumers' purchase intention through the experimental method. A total of 300 questionnaires were collected in the form of a questionnaire survey, and 221 valid questionnaires were collected with an effective recovery rate of 73.7% after removing too many missing items and filling in the questionnaires with severe extreme reactions and noticeable contradictory reactions. The experimental data were processed by SPSS and AMOS.

In this experiment, consumers were invited to answer questions after watching the video of the orangestory in the documentary "Legend of Fruit." In the experimental sample, males accounted for 40.9%, females accounted for 59.1%; Under 18 years old, 0.67%; The proportion of 18–25 years old was 40.67%, the proportion of 26–35 years old was 31.33%, and the proportion of over 35 years old was 27.33%.

## 4 Research Results

### 4.1 Reliability and Validity Analysis

The overall reliability of the questionnaire was 0.906, and Cronbach's coefficient of all variables was higher than 0.8, indicating that the questionnaire met the requirements. Further validity test of the samples showed that AVE was more significant than 0.5 and CR was more significant than 0.7, all indicators met the criteria. That the questionnaire had good convergence validity. The correlation coefficients of variables are positive and less than the AVE square root, indicating that the overall discrimination validity is good.

### 4.2 Model Test

In this paper, AMOS24.0 was used to test the structural equation model. The data results show that the standardized factor load of each observation variable is greater than 0.5, indicating that each factor has a strong explanatory power on the measurement model. The model fitting degree ( $\chi^2/DF = 1.796$ ,  $RMSEA = 0.056$ ,  $NFI = 0.925$ ,  $RFI = 0.911$ ,  $ILI = 0.966$ ,  $TLI = 0.956$ ,  $CFI = 0.965$ ) reached the acceptable level.

### 4.3 Test of Main Effect and Mediation Effect

According to Table 1, in the influence path of usefulness on purchase intention, usefulness has a significant influence on the main effect of purchase intention ( $B = 0.643$ ,  $T = 7.346$ ,  $P < 0.01$ ), and hypothesis H1 of this study has been verified. In addition, the direct influence of usefulness on purchase intention is still significant after the addition of intermediary variables ( $B = 0.343$ ,  $T = 4.164$ ,  $P < 0.01$ ), indicating that the main effect is robust.

In addition, a Bootstrap mediating effect test (sample size: 5000, 95% confidence interval) was conducted. The direct effect of medium usefulness on brand attitude was significant ( $LLCI = 0.179$ ,  $ULCI = 0.503$ ). Brand attitude had a significant mediating

**Table 1.** Usefulness mediating effect test

	Purchase intention			Purchase intention			Brand attitude		
	B	t	P	B	t	p	B	t	p
Usefulness	0.643	7.346	0.000	0.343	4.164	0.00	0.428	6.629	0.000
Brand attitude				0.703	8.946	0.00			
R <sup>2</sup>	0.198			0.413			0.167		
F	53.960			76.727			43.943		

**Table 2.** Test of affect mediating effect

	Purchase intention			Purchase intention			Brand attitude		
	B	t	p	B	t	p	B	t	p
Affect	0.624	10.448	0.000	0.390	6.220	0.000	0.403	8.899	0.000
Brand attitude				0.580	7.237	0.000			
R <sup>2</sup>	0.333			0.462			0.266		
F	109.168			93.575			79194		

impact (LLCI = 0.197, ULCI = 0.413). Therefore, brand attitude plays a partial mediating role in the impact of usefulness on consumers’ purchase intention. Thus, hypothesis H3 of this study is supported.

According to Table 2, in the influence path of emotion on purchase intention, affect has a significant influence on the main effect of purchase intention (B = 0.624, t = 10.448, P < 0.01), and hypothesis H2 of this study has been verified. Moreover, the direct influence of emotion on purchase intention is still significant after adding the mediation variable (B = 0.390, t = 6.220, P < 0.01), indicating that the main effect is robust.

In addition, a Bootstrap mediating effect test (sample size:5000, 95%confidence interval) was conducted. Affect has a significant direct effect on brand attitude (LLCI = 0.268, ULCI = 0.527). The mediating effect of brand attitude was significant (LLCI = 0.158, ULCI = 0.320). Therefore, brand attitude plays a partial intermediary role influencing emotion on consumers’ purchase intention. Thus, hypothesis H4 of this study is supported.

**4.4 Test of Moderating Effect**

The test results of the regulatory effect are shown in Table 3. According to Model 3, the interaction term between usefulness and product knowledge has a significant negative impact on consumers’ purchase intention (B = -0.166, P < 0.01). Hypothesis 5 is supported; that, product knowledge has a moderating effect on the relationship between the usefulness of brand story and consumers’ purchase intention. According to model 4,

**Table 3.** Test table of moderating effect

	Consumer buying intention			
	Model 1	Model 2	Model 3	Model 4
<b>The independent variables</b>				
Usefulness	0.499***		0.506***	
Affect		0.517***		0.541***
<b>Adjust the variable</b>				
Product knowledge			0.448***	0.110***
<b>Interactive items</b>				
Usefulness × product knowledge			-0.166***	
Affect × product knowledge				0.205***
R <sup>2</sup>	0.369	0.355	0.395	0.309
F	63.615	61.514	47.219	47.941

the interaction term between emotion and product knowledge has a significant positive influence on consumers' purchase intention ( $B = 0.205$ ,  $P < 0.01$ ). Hypothesis 6 is supported. That product knowledge has a positive moderating effect on the relationship between affect of brand story and consumers' purchase intention.

## 5 Conclusions

### 5.1 Research Conclusions

The results show that: (1) the usefulness and emotion of agricultural product brand story function have a significant positive influence on consumers' purchase intention. (2) Brand attitude plays a mediating role in the relationship between usefulness and functionality and consumers' purchase intention. (3) Product knowledge negatively moderates the relationship between usefulness and purchase intention, and positively moderates between emotion and purchase intention.

### 5.2 Research Significance

The theoretical significance of this study is as follows: First, this paper explores the influence of story function on consumers' purchase intention from the perspective of agricultural products brand, and enriches the research content of agrarian products brand story. Secondly, the moderating effect of product knowledge on the brand story function of agricultural products and consumers' purchase intention was investigated, as well as the moderating effect on the mediating outcome.

The practical significance of this research is as follows: Different from general business stories of the brand values, because of the particularity of agricultural products, agricultural products brand need to be in the story show helpful information about the

products, and through real-life scenes to enhance affect resonance to promote consumer's "generation" in the story, thereby increasing consumers' purchase intention for agricultural products.

### 5.3 Research Limitations

There are still some shortcomings to be improved in this study: Firstly, consumers are not screened or classified in detail. In future research, classification research can be carried out according to the characteristics of consumers, such the educational background. Secondly, this study needs to fill in the questionnaire after watching the video, so most of them are filled in by students after watching the video in class. Therefore, it cannot represent the views of ordinary consumers, and further research is needed among regular consumers.

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