

# Marketing Strategy and Brand Building of Agricultural Products from the Perspective of Digital Media Application

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**Abstract:** In this study we examined the relationship between product attributes, content marketing, influencer marketing, customer satisfaction, and purchase intent. Additionally, we investigated the mediating influence of digital engagement and the moderating influence of technological infrastructure on these relationships. A self-administrative questionnaire was distributed among customers of agriculture products. Participants were requested to rate their perceptions of product attributes, content marketing, influencer marketing, digital engagement, customer satisfaction, and purchase intent. Advanced statistical techniques such as regression analysis and mediation analysis were employed to analyze the collected data, revealing the relationships and the effects of mediation and moderation. The findings of this study unveiled that product attributes, content marketing, and influencer marketing exert a positive influence on customer satisfaction and purchase intent ( $t$  value  $> 1.64$ ). Moreover, digital engagement was identified as a mediator in the relationship between these marketing factors and customer satisfaction and purchase intent ( $t$  value  $> 1.64$ ). Additionally, technological infrastructure emerged as a significant moderator ( $t$  value  $> 1.64$ ). This study greatly contributed to the current body of literature by offering concrete empirical evidence regarding the connections between product attributes, content marketing, influencer marketing, customer satisfaction, and purchase intent. The findings offer practical implications for businesses to optimize their marketing strategies by leveraging product attributes, content marketing, and influencer marketing, while taking into consideration the influence of digital engagement and the technological infrastructure they operate within.

**Keywords:** Content Marketing, Customer Satisfaction, Digital Engagement, Influencer Marketing, Product Attributes

## 1 Introduction

The agricultural sector holds significant importance in the worldwide economy, as it supplies fundamental goods for survival and supports the advancement of rural areas. The marketing domain has undergone substantial transformations due to technological advancements and the increasing impact of digital platforms [1]. The employment of content marketing and influencer marketing tactics by agriculture product manufacturers and marketers has become more prevalent in recent times, with the aim of effectively engaging their intended audience and enhancing customer satisfaction and purchase inclination. Comprehending the variables that influence customer contentment and buying inclination within the agricultural industry is crucial for enterprises to thrive in this fiercely contested marketplace [2]. Prior studies have established that the attributes of agricultural products are crucial factors in determining customer satisfaction and purchase intention. Consumers' perceptions and preferences are directly impacted by the quality, features, and attributes of agricultural products [3].

Apart from the characteristics of the product, marketing tactics have acquired significance in the agricultural industry. The practice of content marketing, which entails the production and dissemination of pertinent and valuable content with the aim of enticing and involving patrons, has demonstrated its efficacy as a mechanism for fostering brand establishment and customer relationship administration [4]. Similarly, the utilization of influencer marketing, which exploits the extensive outreach and impact of social media influencers to endorse commodities, has garnered momentum as a compelling marketing tactic. In addition, the advent of digital platforms has transformed the manner in which enterprises interact with their clientele [5]. The incorporation of interactive and participatory experiences with digital content, commonly referred to as digital engagement, has emerged as a pivotal component of contemporary marketing strategies. Research has indicated that the level of customer engagement with digital platforms has a significant impact on their satisfaction and intention to

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make purchases [6].

goods are in demand due to urbanization and changing diets [7].

Numerous past research endeavors have investigated diverse facets of consumer conduct within the agricultural sector of China. Ohlwein, (2022) conducted a research study that aimed to investigate the impact of product attributes on consumer behavior. The investigators employed a survey-oriented methodology and discovered that factors such as excellence, cost, and security had a noteworthy impact on the inclinations and buying choices of consumers. The research conducted by Chiu & Cho, (2019) yielded significant findings regarding the determinants of consumer behavior in relation to agricultural commodities within the Chinese market. Kuo et al., (2022) conducted a study to investigate the impact of content marketing on consumer perceptions and preferences within the agricultural industry in China. Through the examination of data from digital platforms and the implementation of consumer interviews, the investigators discovered that the utilization of content marketing tactics, such as informative articles and captivating social media content, yielded favorable outcomes in terms of consumer perceptions towards agricultural commodities. [11] research emphasized the significance of proficient content marketing in augmenting consumer engagement and purchase inclination. [12] conducted a study to examine the influence of influencer marketing on consumer behavior within the agricultural sector of China. The research employed a mixed-methods approach to investigate the impact of influencer marketing initiatives that showcased agricultural specialists and social media influencers. The results of the study revealed that the aforementioned campaigns exerted a favorable influence on the level of consumer consciousness, confidence, and inclination to make a purchase. The research conducted by [13] highlights the significance of influencers in influencing consumer perceptions and fostering engagement within the agricultural industry.

The objective of this research was to investigate the effects of product attributes, content marketing, and influencer marketing on customer satisfaction and purchase intention in the agricultural industry. The study specifically centered on the mediating influence of digital engagement and the moderating influence of technological infrastructure.

The present research has made significant contributions to the domain of agricultural marketing, both in terms of theoretical and practical aspects. The acquired insights have furnished a thorough comprehension of the determinants that impacted customer satisfaction and purchase inclination within the agricultural industry, thereby carrying implications for marketing tactics, digital involvement methodologies, and technological infrastructure advancement. The results provided significant insights for agricultural enterprises aiming to maximize their marketing endeavors and augment their competitive edge in the ever-changing agricultural industry.

This paper will provide a comprehensive review of pertinent literature, examining the effects of various factors such as product attributes, content marketing, influencer marketing, digital engagement, and technological infrastructure on customer satisfaction and purchase intention. The forthcoming section will explicate the research methodology, encompassing the study design, data collection, and analysis procedures. The upcoming section will entail the presentation of the study's outcomes and discoveries, succeeded by an analysis of the consequences and constraints. Ultimately, the investigation will culminate in suggestions for subsequent scholarly inquiry and a synopsis of the principal discoveries.

## 2 Literature Review

### 2.1 Product Attributes and Customer Satisfaction

The significance of agricultural products lies in their contribution towards food security and their ability to cater to the increasing needs of the world's populace. In light of the growing consumer awareness regarding the provenance and caliber of the food they ingest, comprehending the influence of agricultural product characteristics on customer contentment has become a crucial consideration for farmers, producers, and marketers operating within the agricultural industry [14]. Product attributes pertain to distinct characteristics, traits, and properties of agricultural commodities that set them apart from their rivals. These characteristics comprise a range of factors, such as the degree of newness, flavor, nutrient content, safety, ecological soundness, and packaging. Multiple studies have shown that product characteristics significantly affect how satisfied buyers are with agricultural goods [15]. There is a positive correlation between the quality of fresh fruits, vegetables, and meat and customer happiness and intent to purchase. The preservation of optimal quality in agricultural commodities is contingent upon effective management of the supply chain, prompt harvesting, and appropriate storage techniques. Fruits, vegetables, dairy, and meats are evaluated based on their flavor, according to studies [16]. Consumer pleasure is linked to agricultural product nutritional value. The provision of precise and lucid nutritional data has the potential to augment customer contentment and confidence. The stringent safety standards and the absence of contaminants, pesticides, and pathogens are the expectations of consumers with regards to agricultural products. Customers are satisfied by efficient food safety management systems, regulatory compliance, and plain labeling. Packaging protects, simplifies, and communicates [17]. Well-designed and informative packaging can boost customer satisfaction by instilling confidence in the product's quality, freshness, and safety.

## 2.2 Content Marketing and Customer Satisfaction

The employment of content marketing has surfaced as an effective strategy for captivating and impacting consumers across diverse sectors, such as agriculture. The objective of content marketing is to cultivate brand recognition, credibility, and loyalty by imparting informative, engaging, and pertinent content to the intended audience [18]. Comprehending the influence of content marketing on the satisfaction of customers with agriculture products is of paramount importance for farmers, producers, and marketers who aim to efficiently reach and involve their intended clientele. The practice of content marketing within the agriculture industry pertains to the development and distribution of informative content that caters to the interests and informational requirements of consumers with regards to agriculture products, farming methodologies, sustainability, nutritional aspects, recipes, and other pertinent subject matters [19]. Studies have indicated that the implementation of content marketing strategies can yield noteworthy outcomes in terms of enhancing customer satisfaction with regards to agricultural products. Content marketing enhances customer satisfaction by imparting valuable information and knowledge concerning agricultural products to consumers. Content marketers facilitate consumer decision-making by producing and disseminating educational content that illuminates the cultivation, harvesting, processing, and nutritional attributes of agricultural products [20]. Research has indicated that the creation of high-quality and informative content has a positive impact on customer satisfaction by providing consumers with the essential knowledge to comprehend and acknowledge the worth of agricultural products. The utilization of content marketing is of paramount importance in fostering trust and establishing credibility with consumers within the agricultural industry [21]. Through the consistent delivery of dependable and superior content, content marketers establish their credibility as reliable sources of information. The engagement of brands in content marketing is perceived by consumers as indicative of higher levels of knowledge, transparency, and customer-centricity. Empirical evidence suggests that trustworthiness and credibility are robust indicators of customer contentment [22]. The satisfaction of consumers with the agricultural products they purchase is positively correlated with their trust in the information and recommendations disseminated by content marketers.

## 2.3 Influencer Marketing and Customer Satisfaction

In contemporary times, influencer marketing has emerged as a prominent marketing tactic, wherein enterprises utilize the credibility and outreach of influential personalities to endorse their offerings. The correlation between influencer marketing and customer satisfaction has garnered attention from both scholars and industry professionals. This association is deemed critical for the efficient utilization of influencer marketing initiatives [23]. The practice of influencer marketing entails establishing partnerships with individuals who possess a significant social media following and wield considerable influence on said platforms. These individuals who hold influence have successfully established a dedicated and interactive viewership, and their suggestions and promotions hold significant influence over their supporters. Several research studies have indicated that the utilization of influencer marketing can result in a noteworthy influence on the level of customer satisfaction [24]. The utilization of influencer marketing is known to contribute to the augmentation of customer satisfaction through the provision of social proof. The concept of social proof pertains to the cognitive phenomenon wherein individuals seek guidance from others when making decisions. The act of influencers endorsing a product or sharing their favorable experiences can function as a form of social proof for their audience. The utilization and endorsement of a product by an influencer is perceived by consumers as a form of evidence regarding its quality and value [25]. Research has indicated that social proof, particularly via influencer marketing, has a favorable impact on customer satisfaction by diminishing perceived risk and augmenting confidence in purchase decisions. Influencer marketing has the potential to augment customer satisfaction through the provision of valuable and informative content. Influencers frequently generate content that imparts knowledge and enlightens their audience regarding the characteristics, advantages, and application of a given product [26]. This form of content assists consumers in making well-informed decisions, comprehending the product's value proposition, and establishing practical expectations. Research has indicated that individuals who are exposed to informative influencer marketing content tend to exhibit elevated levels of satisfaction [27].

## 2.4 Products Attributes and Purchase Intention

A vast amount of research has investigated the correlation between product characteristics and the intention to purchase, underscoring the pivotal function these characteristics have in shaping consumer choices. The quality of a product is a crucial characteristic that significantly impacts the intention to purchase. The perception of consumers is that products of higher quality tend to provide superior performance, greater durability, and enhanced overall value [28]. Empirical studies have consistently demonstrated that products possessing superior quality attributes are likely to elicit greater purchase intentions. The augmentation of consumer satisfaction and trust can be attributed to favorable encounters with superior products, ultimately resulting in a heightened inclination to make purchases. The attribute of price is a crucial factor that exerts a significant influence on the intention to purchase [29]. The assessment of the cost of a commodity is contingent upon its perceived worth by the consumers. Although lower prices may appeal to consumers who are sensitive to price, higher prices can establish the impression of superior quality or exclusivity. Research has indicated that purchase intention can be influenced by factors such as the perceived value for money, affordability, and fairness of price. It is imperative for

businesses to meticulously deliberate on their pricing strategies in order to synchronize with the perceptions of their intended customers and their propensity to make purchases [30]. The features and functionality of a product are significant determinants in influencing the intention to purchase. The presence of distinctive and inventive attributes that cater to the requirements and preferences of consumers can result in an increased inclination to purchase. Consumers prefer products that improve use, performance, convenience, or variety. Positive product evaluations increase product value and usefulness, which increases buy intent, according to empirical studies [31].

## 2.5 Content Marketing and Purchase Intention

By supplying consumers with useful knowledge about goods or services, content marketing has a beneficial impact on consumers' purchasing intentions. Businesses can showcase the features, advantages, and distinctive selling factors of their services through informative and educational material. Research has consistently proven that educational content increases consumers' understanding and impression of the value of the product, which in turn favorably improves purchase intention [32]. Building credibility and trust through content marketing also has an impact on customer purchase intent. Customers view firms as informed and trustworthy when they continuously provide high-quality and trustworthy material. Consumer decision-making is heavily influenced by trust, which has a big impact on consumers' intentions to buy [33]. Consumers with higher purchase intentions are more likely to create a favorable attitude toward the business and believe the advice and information offered through content marketing. Increased purchase intention is also a result of entertaining and engaging content [34]. Consumers can be drawn in and form good associations with brands through content that tells gripping stories, arouses emotions, or offers engaging experiences. According to studies, emotionally compelling material increases consumers' desire to buy by giving them a memorable and delightful experience [35].

## 2.6 Influencer Marketing and Purchase Intention

Influencer marketing increases the likelihood that consumers will make a purchase because of the reputation and trust that influencers have built. Influencers have developed a devoted and active fan base that views them as trustworthy and relatable people. Influencers' followers frequently interpret their endorsements or recommendations as recommendations rather than standard advertisements [36]. According to research, influencer recommendations increase the likelihood that a consumer will make a purchase by utilizing the credibility and trust that influencers have built up through time. By generating social proof, influencer marketing further strengthens consumers' propensity to buy [37]. Influencers can alter consumers' views of and attitudes about a good or service through their social influence. For their followers, influencers' positive experiences or product endorsements act as social proof [38]. When consumers believe that others have had good experiences or results with the endorsed goods, they are more likely to show increased purchase intentions [39].

## 2.7 Digital Engagement and Customer Satisfaction

Consumer engagement with digital platforms including websites, social media, and mobile apps is referred to as digital engagement. Digital engagement increases customer satisfaction by facilitating easy access to tools and information. Consumers can readily obtain product information, nutritional information, farming techniques, recipes, and other important content connected to agriculture products through digital platforms [40]. The use of social media significantly influences how customers feel about agricultural products. Social networking platforms enable interactions between customers and businesses, farms, and other customers, fostering dialogue, exchanging stories, and providing access to user-generated material. Customer satisfaction can be raised through effective social media interaction, such as answering questions or issues from customers, sharing pertinent content, and creating a sense of community [41]. Additionally, digital involvement increases transparency and trust, two critical components of consumer happiness. Businesses can provide open information about their agricultural methods, product sourcing, and quality assurance procedures through digital platforms [40]. Online companies appear more personable and customer-focused, therefore consumers trust them more. Digital channels' speed and efficiency improve client satisfaction. With the help of digital engagement, businesses may respond to client questions or complaints quickly. According to studies, clients are more satisfied when they receive timely and satisfactory solutions through digital media [42].

## 2.8 Digital Engagement and Purchase Intention

The impact of digital engagement on the purchase intention of agricultural products is noteworthy. Through efficient utilization of digital platforms, businesses can effectively engage consumers and impact their decision-making process, thereby enhancing the probability of a purchase [43]. The provision of pertinent and compelling information through digital engagement has a favorable effect on consumers' purchase intention. Digital platforms offer businesses the opportunity to exhibit the distinctive characteristics, advantages, and value proposition of their agricultural products. Engaged social media users are more likely to be interested in buying food and other agricultural products [44]. Consumers rely on social media for research, product discovery, and recommendations from peers and thought leaders. A buyer's final decision could be swayed by positive social media activity such as user-generated content, influencer endorsements, and customer

feedback. The utilization of digital engagement techniques can effectively leverage social proof in order to augment purchase intention [45]. The presence of favorable evaluations, ratings, or recommendations from fellow customers or influencers generates a feeling of social validation among consumers, which in turn diminishes the perceived risks linked to the acquisition. Research has indicated that social proof, specifically through digital means, has a favorable impact on the intention to make a purchase [37]. The favorable impact of digital platforms on purchase intention can be attributed to their convenience and accessibility. The utilization of digital engagement enables consumers to conveniently peruse, evaluate, and procure goods and services via the internet, thereby removing temporal and spatial constraints [46]. The digital shopping experience, which is characterized by its seamless and convenient nature, has the potential to exert a positive influence on consumers' purchase intention, particularly among those who are adept at using technology [37].

## 2.9 Digital Engagement as a Mediator

Digital engagement offers a medium for enterprises to exhibit and convey the attributes of agricultural products to their customers. Digital platforms provide businesses with the opportunity to showcase the quality, distinctive attributes, and advantages of their agricultural products, thereby catering to the demands and inclinations of consumers [47]. The provision of abundant information during customer engagement enhances comprehension and assessment of product characteristics, ultimately resulting in heightened levels of customer contentment. The utilization of digital engagement facilitates the provision of interactive and customized experiences, thereby affording consumers the opportunity to engage with product attributes in a more significant manner [48]. The utilization of interactive features, such as product configurators, virtual tours, and user reviews, enables consumers to effectively assess and examine the attributes of agricultural products in accordance with their individual needs. The implementation of personalized engagement strategies can effectively augment customer satisfaction levels by offering customized experiences that cater to individual preferences [49].

Content marketing is a strategy that involves the creation and dissemination of informative and educational content pertaining to agricultural products. This content typically highlights the features, benefits, and usage of such products. The efficacy of the aforementioned content in enhancing customer satisfaction may be constrained in the absence of proficient digital engagement [50]. Digital engagement facilitates the efficient dissemination and advertisement of content to a specific audience by means of diverse digital platforms. By means of digital engagement, enterprises can expand their reach to a broader demographic and guarantee that their content is easily accessible and conspicuous to prospective clients. By employing search engine optimization strategies, social media advertising, and email marketing, enterprises can optimize the scope and involvement of their content, guaranteeing that it reaches its designated target audience [51]. The increased accessibility of valuable information about agricultural products to a larger consumer base is likely to result in heightened levels of customer satisfaction [52].

The practice of influencer marketing facilitates a linkage between influencers and their audience, wherein the latter perceives the former as credible and relatable personalities. The act of endorsing and recommending agricultural products by influencers has the potential to generate a positive impact on customer satisfaction. The efficacy of influencer marketing could be constrained in the absence of digital engagement [53]. The utilization of digital engagement strategies facilitates efficient collaboration between businesses and influencers, thereby enabling the dissemination of content to a broader audience. By leveraging digital platforms, businesses can identify pertinent influencers within the agriculture sector and establish mutually beneficial partnerships with them. The act of collaborating enables the generation and circulation of genuine and compelling material, resulting in increased levels of customer contentment [54]. The utilization of digital engagement facilitates the expansion of the scope of influencer marketing via social media platforms and other digital conduits for businesses. Through the utilization of social media promotion, sponsored content, and influencer collaborations, enterprises can optimize the visibility and exposure of content generated by influencers [55]. The extended scope of influencer marketing amplifies its efficacy in augmenting customer satisfaction, as a larger number of consumers are exposed to the endorsements and insights disseminated by influencers [37].

The influence of purchase intention is significantly impacted by digital engagement experiences that are interactive and personalized. Digital platforms that provide interactive functionalities, such as product configurators, virtual tours, or personalized recommendations, facilitate a more immersive and customized encounter for customers [56]. The utilization of interactive experiences has been observed to effectively capture the attention of consumers, generate excitement, and establish a stronger connection with the product. This, in turn, has been found to enhance the likelihood of purchase intention. The utilization of social proof is a key factor in augmenting purchase intention through digital engagement [57]. The concept of social proof pertains to the impact of the viewpoints and actions of others on the decision-making process of consumers. Digital platforms provide businesses with the opportunity to exhibit favorable feedback, evaluations, or recommendations from other customers or influencers [37]. The phenomenon of social proof engenders a perception of social validation and mitigates the perceived risks that are typically associated with a purchase, thereby resulting in a heightened intention to purchase [45].

Digital engagement facilitates customized and interactive encounters with content marketing. Through the utilization of user data and analytics, enterprises can provide customized content suggestions and personalized encounters to individual customers [58]. The act of personalizing content has been shown to augment its pertinence and worth, ultimately resulting in a rise in the intention to purchase. The utilization of interactive features, such as quizzes, product demonstrations, or interactive videos, serves to enhance customer engagement and facilitate an immersive and enjoyable experience, thereby augmenting their inclination to make a purchase [56]. In addition, digital engagement serves to enable consumer engagement and interaction with content marketing. Consumers can remark, like, share, and chat on digital networks [52]. This level of engagement fosters a sense of participation and responsibility, which increases buying intent.

The employment of digital engagement techniques has the potential to enhance the scope and efficacy of influencer marketing via social media platforms and other digital mediums. Through the utilization of social media promotion, sponsored content, and influencer collaborations, enterprises can optimize the visibility and exposure of content generated by influencers [59]. The extended scope of influencer marketing amplifies its effect on the intention to purchase, given that a greater number of consumers are exposed to the endorsements and personal accounts disseminated by influencers [60]. In addition, digital engagement serves as a means to enable consumer engagement and interaction with content generated by influencers. Digital platforms enable consumers to interact with the content by means of commenting, liking, sharing, and engaging in direct conversations [61]. The act of engaging with customers cultivates a feeling of participation and reliance, ultimately leading to a favorable impact on their inclination to make a purchase [62].

## 2.10 Technological Infrastructure as a Moderator

The technological infrastructure, which includes hardware, software, and network capabilities, can serve as an essential moderator in the relationship between digital engagement and customer satisfaction with agricultural products. An effective digital engagement is facilitated by a sturdy technological infrastructure, which in turn contributes to the improvement of customer satisfaction [63]. Exemplarily, a swift and dependable internet connection, websites that are quick to respond, and mobile applications guarantee an uninterrupted and effortless digital encounter for customers. Fast loading speeds, intuitive navigation, and user-friendly interfaces are key factors that enhance customer experience and increase satisfaction levels [64]. Furthermore, the technological infrastructure has an impact on the availability and accessibility of digital engagement channels. The existence of a robust technological framework facilitates the ubiquitous availability of digital platforms, thereby enabling a broader spectrum of consumers to interact with agricultural commodities. The provision of accessibility features facilitates the expansion of businesses' target audience, thereby augmenting the likelihood of enhancing customer contentment [65]. The quality and functionality of digital engagement tools are also influenced by technological infrastructure. Sophisticated technological advancements, such as augmented reality (AR), virtual reality (VR), and live chat support, have the potential to augment the level of engagement and interaction between commercial entities and their clientele [66]. The implementation of such technologies results in the creation of immersive and customized experiences, leading to a rise in customer contentment with agricultural commodities. Furthermore, the implementation of security and privacy measures within the technological infrastructure is of paramount importance in ensuring customer satisfaction [67]. It is imperative for consumers to have confidence in the security of their personal information and transactions while digitally interacting with agricultural products. The implementation of strong security measures, such as encryption protocols and secure payment gateways, plays a significant role in enhancing customer satisfaction by fostering trust and allaying apprehensions regarding potential data breaches [68].

The functionality and interactivity of digital engagement tools are also influenced by technological infrastructure. Sophisticated technological advancements, such as three-dimensional product visualization, interactive product demonstrations, and customized recommendations, foster captivating and immersive encounters [69].

These occurrences effectively seize the attention of consumers, stimulate their curiosity, and ultimately influence their inclination to make a purchase. Furthermore, the impact of security and privacy measures integrated into the technological infrastructure on purchase intention is noteworthy. Ensuring the security of personal information and transactions is crucial for consumers who engage with agricultural products digitally [70]. The presence of robust security measures has a positive impact on consumers' purchase intention, as it instills confidence in their ability to conduct online transactions. The velocity and effectiveness of digital communication channels, which can influence purchase inclination, are influenced by technological infrastructure [71]. A positive purchasing experience can be attributed to fast-loading websites, seamless checkout processes, and reliable payment gateways. The implementation of a sophisticated technological infrastructure facilitates the provision of a seamless and effective procurement process, thereby augmenting the likelihood of purchase inclination among consumers [72].

## 2.11 Conceptual Framework

Thus, on the basis of above literature we developed the following hypotheses and conceptual framework which is shown in figure 1.

H1: Agriculture product attributes have a positive impact on customer satisfaction of agriculture products.

H2: Agriculture product attributes have a positive impact on purchase intention of agriculture products.

H3: Content marketing has a positive impact on customer satisfaction of agriculture products.

H4: Content marketing has a positive impact on purchase intention of agriculture products.

H5: Influencer marketing has a positive impact on customer satisfaction of agriculture products.

H6: Influencer marketing has a positive impact on purchase intention of agriculture products.

H7: Digital engagement has a positive impact on customer satisfaction

H8: Digital engagement has a positive impact on purchase intention

H9a: Digital engagement mediates the relationship between agriculture product attributes and customer satisfaction of agriculture products.

H9b: Digital engagement mediates the relationship between agriculture product attributes and purchase intention of agriculture products.

H9c: Digital engagement mediates the relationship between content marketing and customer satisfaction of agriculture products.

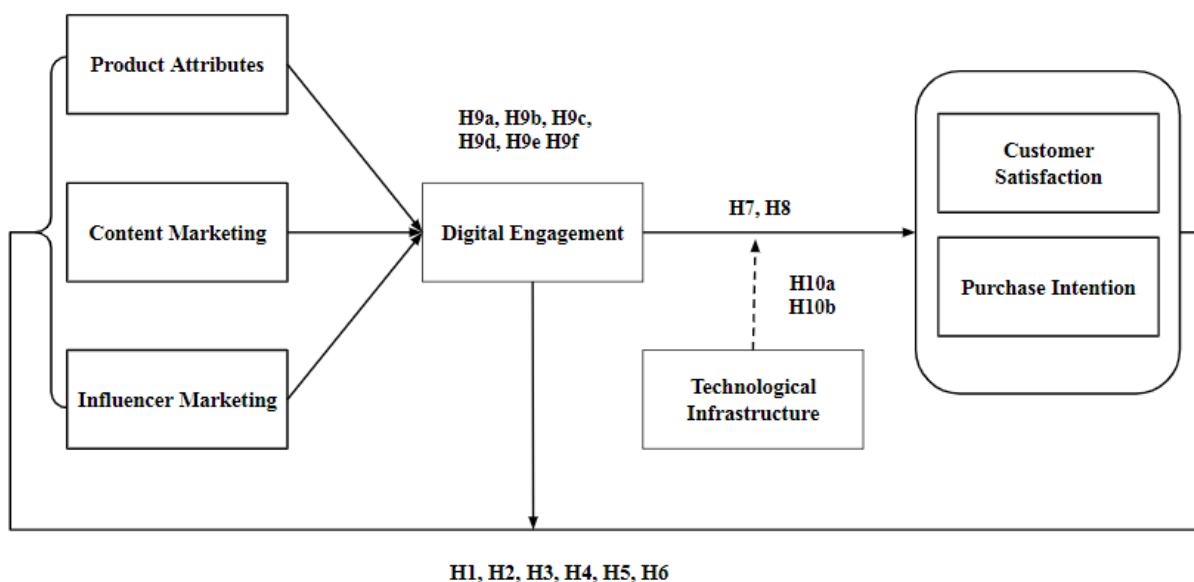
H9d: Digital engagement mediates the relationship between content marketing and purchase intention of agriculture products.

H9e: Digital engagement mediates the relationship between influencer marketing and customer satisfaction of agriculture products.

H9f: Digital engagement mediates the relationship between influencer marketing and purchase intention of agriculture products.

H10a: Technological infrastructure moderates the relationship between digital engagement and customer satisfaction of agriculture products, such that the relationship is stronger when the technological infrastructure is more robust.

H10b: Technological infrastructure moderates the relationship between digital engagement and purchase intention of agriculture products, such that the relationship is stronger when the technological infrastructure is more robust.



**Fig. 1: Conceptual Framework**

### 3 Material and Method

The objective of this quantitative research was to examine the effects of various factors, including agriculture product

attributes, content marketing, influencer marketing, digital engagement, and technological infrastructure, on customer satisfaction and purchase intention within the agricultural industry. The study objectives were accomplished through the utilization of the subsequent research methodology.

### 3.1 Research Design

The study employed a cross-sectional research design to gather data at a particular moment in time. The aforementioned design facilitated the analysis of interrelationships among variables and yielded valuable perspectives on the present condition of customer contentment and buying inclination with respect to the investigated factors[73].

### 3.2 Sampling Technique

The study utilized a purposive sampling method to select a sample of 370 individuals from the agricultural product consumer population. The selection of participants was based on their expertise and familiarity with agricultural commodities. The study made attempts to secure a sample that was diverse in terms of demographics and geographic locations in order to improve the generalizability of the results.

### 3.3 Data Collection Method

The collection of data involved the utilization of structured surveys as the primary source. The survey instrument comprised various items pertaining to attributes of agricultural products, content marketing, influencer marketing, digital engagement, customer satisfaction, purchase intention, and technological infrastructure. The development of the items was informed by extant literature, and their assessment was conducted through the utilization of Likert-type scales to effectively capture the responses of the participants.

### 3.4 Data Analysis Technique

The process of analyzing data encompassed the utilization of descriptive and inferential statistical methods. The study employed descriptive statistics, specifically mean, standard deviation, and frequency distributions, to provide a summary and description of the sample's characteristics. In order to evaluate the research hypotheses, inferential analyses were performed, encompassing correlation analysis, regression analysis, mediation analysis, and moderation analysis.

## 4 Results

The statistical analysis of various variables (PA, CM, IM, DE, TI, CS, PI) was presented in Table 1 and Figure 2, with a sample size of 370 observations. Diverse measures were employed to depict the attributes of each variable. The column labeled "N total" indicates that there were 370 instances recorded for each respective variable. The column labeled "Mean" displays the arithmetic mean of the observations. The mean values for the variables PA, CM, IM, DE, TI, CS, and PI are 4.108, 4.616, 4.041, 4.241, 4.092, 3.892, and 4.078, respectively. The column labeled "Standard Deviation" provided information on the degree of variability or scattering of the data points from the arithmetic mean. The computed standard deviations for the respective categories were as follows: PA (0.724), CM (0.601), IM (0.827), DE (0.785), TI (0.818), CS (0.919), and PI (0.787). The column labeled "Skewness" exhibited the degree of asymmetry in the distributions, revealing a slight leftward skewness for the variables PA, IM, TI, CS, and PI, and a moderate leftward skewness for the variables CM and DE. The column labeled "Kurtosis" provided an indication of the shape of the distributions. Specifically, the distributions for PA and PI exhibited slightly less extreme tails, while those for CM and CS displayed slightly more extreme tails. In contrast, the distributions for IM, DE, and TI exhibited more extreme tails, which may suggest the presence of outliers. The column labeled "Minimum" presented the minimum observed values for each variable (1), whereas the column labeled "Maximum" exhibited the maximum observed values (5).

**Table 1: Descriptive Statistics**

	<b>N total</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Skewness</b>	<b>Kurtosis</b>	<b>Mini</b>	<b>Max</b>
<b>Product Attribute</b>	370	4.108	0.724	-0.425	-0.205	1	5
<b>Content Marketing</b>	370	4.616	0.601	-1.319	0.684	1	5
<b>Influencer Marketing</b>	370	4.041	0.827	-0.885	1.169	1	5
<b>Digital Engagement</b>	370	4.241	0.785	-1.262	2.541	1	5
<b>Technological Infrastructure</b>	370	4.092	0.818	-0.948	1.230	1	5
<b>Customer Satisfaction</b>	370	3.892	0.919	-0.690	0.146	1	5



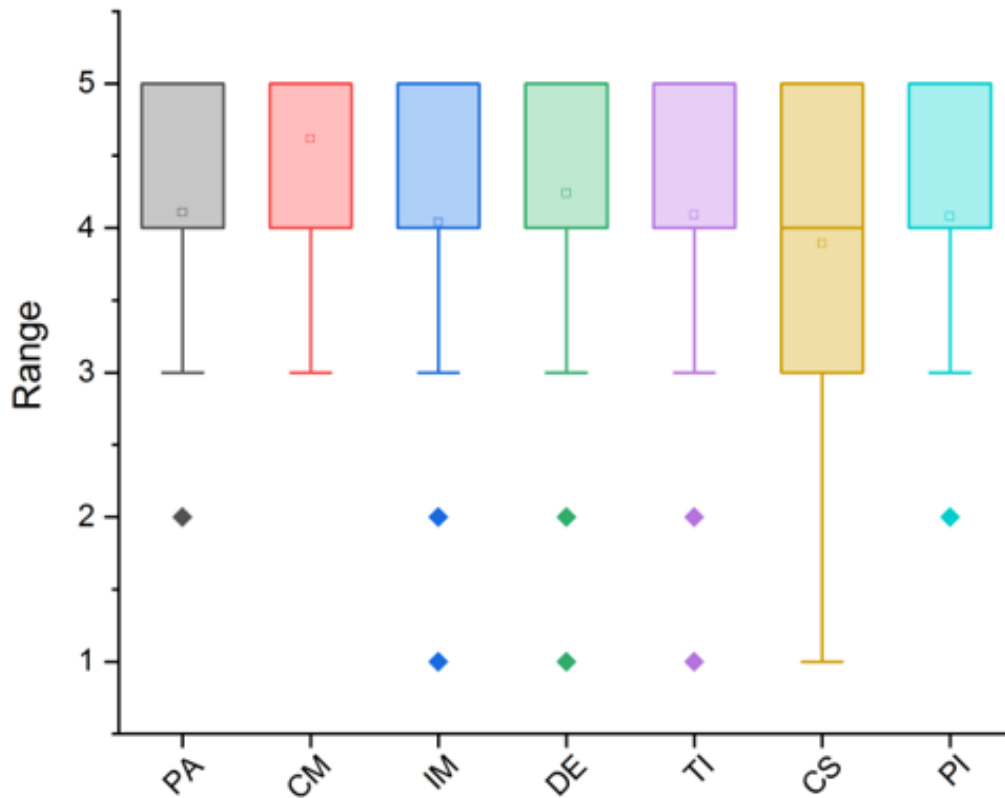


Fig. 2: Descriptive Statistics

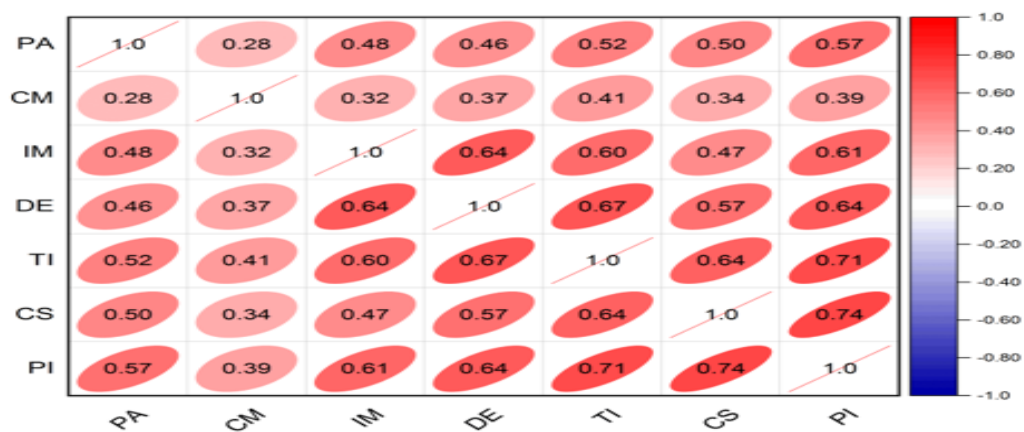
Table 2 depicts the explication of a factor analysis that investigates the associations among items and fundamental constructs. Each individual column offers significant insights for the analysis. The column labeled "Variable" enumerates the particular constructs that are being scrutinized, which comprise of PA, CM, IM, DE, TI, CS, and PI. Upon examination of the "No of items" column, it is evident that each variable has been quantified through the utilization of four distinct items or inquiries. The column labeled "Items" provides additional details regarding the specific inquiries utilized to evaluate each variable. For instance, the PA variable is assessed using PA1, PA2, PA3, and PA4 items, while the remaining variables are evaluated in a similar manner. The column labeled "Outer Loading" exhibits the magnitude of the association between each individual item and its respective construct. The coefficient, which has a scale of 0 to 1, indicates the level of effectiveness with which the item contributes towards the measurement of the latent construct. The PA variable demonstrates an external loading of 0.736 for PA1, 0.563 for PA2, 0.822 for PA3, and 0.820 for PA4. The final column, denoted as "Cronbach alpha," denotes the degree of internal consistency or reliability exhibited by each variable. A higher value of Cronbach's alpha signifies a higher level of internal consistency among the items that constitute a particular variable. The present study reveals that PA exhibits a Cronbach alpha coefficient of 0.875, while CM, IM, DE, TI, CS, and PI demonstrate coefficients of 0.728, 0.783, 0.838, 0.840, 0.839, and 0.774, respectively. The combined results of this study provide significant contributions to the comprehension of the constructs under analysis, particularly in terms of the factor structure and reliability of the variables.

Table 2: Reliability analysis

Variable	No of items	Items	Outer Loading	Cronbach alpha
Product Attribute	4	PA1	0.736	0.875
		PA2	0.563	
		PA3	0.822	
		PA4	0.82	

<b>Content Marketing</b>	4	CM1	0.766	0.728
		CM2	0.746	
		CM3	0.815	
		CM4	0.777	
<b>Influencer Marketing</b>	4	IM1	0.794	0.783
		IM2	0.668	
		IM3	0.835	
		IM4	0.645	
<b>Digital Engagement</b>	4	DE1	0.659	0.838
		DE2	0.789	
		DE3	0.725	
		DE4	0.773	
<b>Technological Infrastructure</b>	4	TI1	0.745	0.840
		TI2	0.768	
		TI3	0.62	
		TI4	0.628	
<b>Customer Satisfaction</b>	4	CS1	0.593	0.839
		CS2	0.684	
		CS3	0.717	
		CS4	0.747	
<b>Purchase Intention</b>	4	PI1	0.573	0.774
		PI2	0.611	
		PI3	0.734	
		PI4	0.599	

Figure 3 displays the correlation matrix, which illustrates the interrelationships among the variables PA, CM, IM, DE, TI, CS and PI. The study revealed statistically significant positive correlations between all pairs of variables, with a p-value less than 0.01. The findings indicate robust correlations among the variables, implying their interconnectedness.

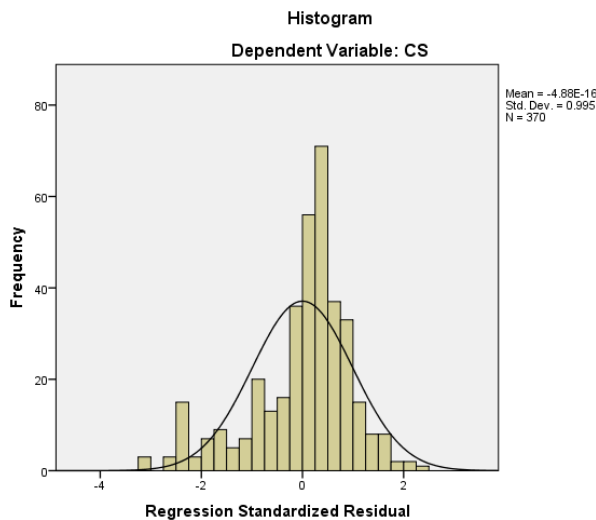


**Fig. 3: Correlation Matrix**

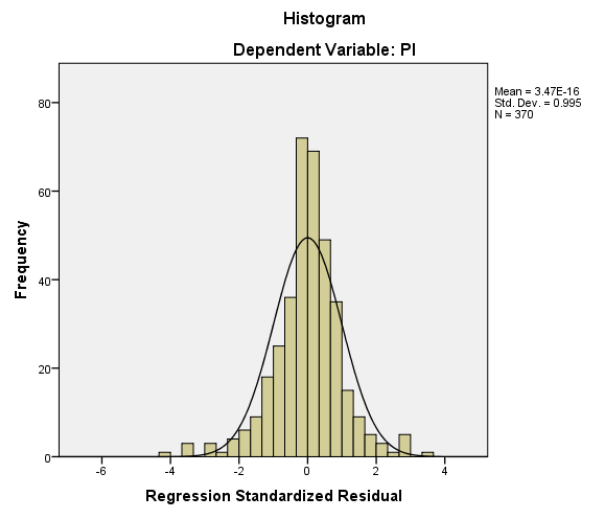
Table 3 and Figure 4 and Figure 5 presents a regression analysis that investigates the associations between various variables, labeled as hypotheses H1 through H8, and their respective beta coefficients, t-values, p-values, and determinations. The results indicate that all of the hypotheses exhibit statistically significant relationships, as evidenced by their p-values falling below the established threshold. This implies that the data collected from the population provides substantiation for the presence of said relationships. The results of this study provide evidence in favor of the validation of all the hypotheses that were tested. Specifically, the independent variables of PA, CM, IM, and DE were found to have notable impacts on the dependent variables of customer satisfaction (CS) and product innovation (PI).

**Table 3: Regression Analysis**

Hypothesis	Relation	BETA	T value	P value	Decision
H1	PA-> CS	0.351	5.569	0.001	Accepted
H2	CM-> CS	0.137	2.010	0.045	Accepted
H3	IM -> CS	0.166	2.714	0.007	Accepted
H4	PA-> PI	0.274	5.741	0.001	Accepted
H5	CM-> PI	0.100	1.935	0.047	Accepted
H6	IM -> PI	0.290	6.277	0.001	Accepted
H7	DE -> CS	0.378	6.189	0.001	Accepted
H8	DE-> PI	0.245	5.300	0.001	Accepted



**Fig. 4: Regression Analysis between**



**Fig. 5: Regression Analysis between PA, CM, IM , DE and CS PA, CM, IM, DE and PI**

Table 4 illustrates that all the hypotheses tested (H9a to H9f) exhibit statistically significant mediating effects, as evidenced by their p-values falling below 0.05. The results indicate that the variable DE serves as a crucial mediator in the associations among the independent variables (PA, CM, IM) and the dependent variables (CS, PI). The beta coefficients offer additional understanding regarding the magnitude and orientation of said mediating influences.

**Table 4: Mediation Analysis**

Hypothesis	Relation	BETA	T value	P value	Decision
H9a	PA-> DE -> CS	0.447	7.700	0.001	Accepted
H9b	CM-> DE -> CS	0.304	4.475	0.001	Accepted
H9c	IM -> DE -> CS	0.312	5.165	0.001	Accepted

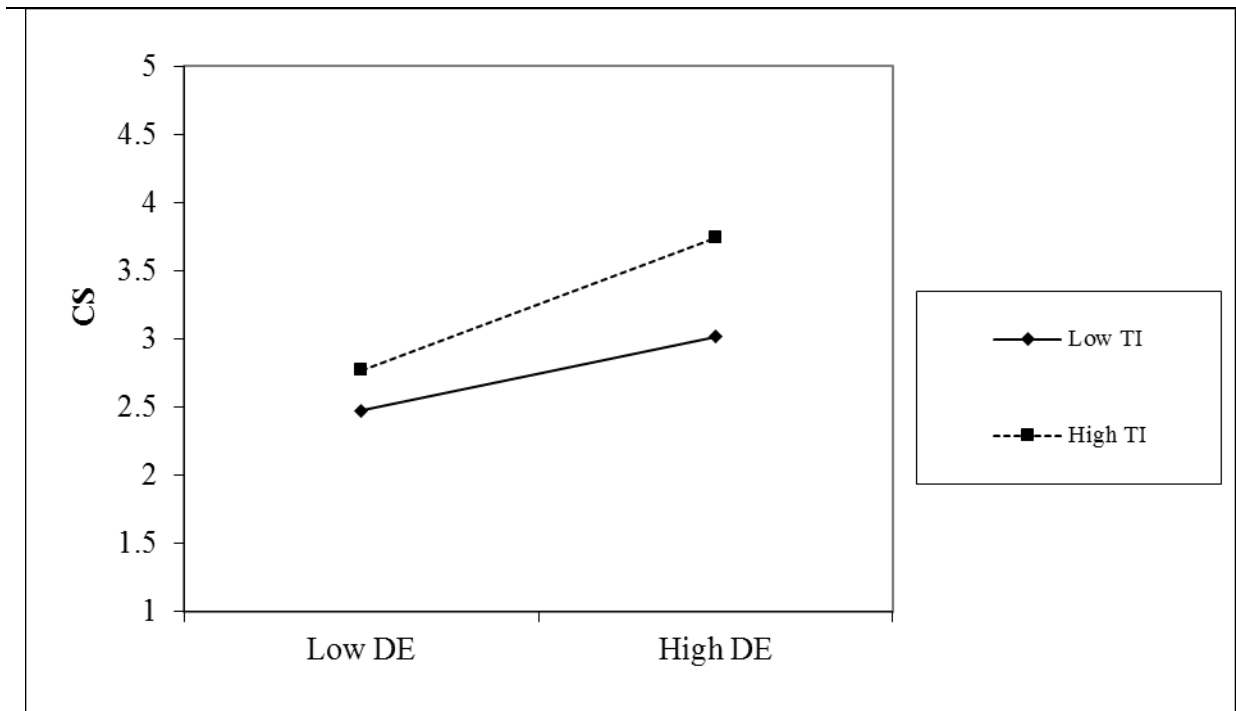
<b>H9d</b>	PA-> DE -> PI	0.400	8.746	0.000	Accepted
<b>H9e</b>	CM-> DE -> PI	0.270	4.961	0.001	Accepted
<b>H9f</b>	IM -> DE -> PI	0.405	8.803	0.001	Accepted

According to Hypothesis H10a, TI moderates the relationship between DE and CS. The regression analysis reveals that the coefficient (BETA) for the association between the product of DE and TI and CS is 0.107. The statistical significance of the relationship is indicated by the T-value, which has been calculated to be 3.228. The statistical significance of the observed results is supported by the low P-value of 0.001. Hence H10a is accepted.

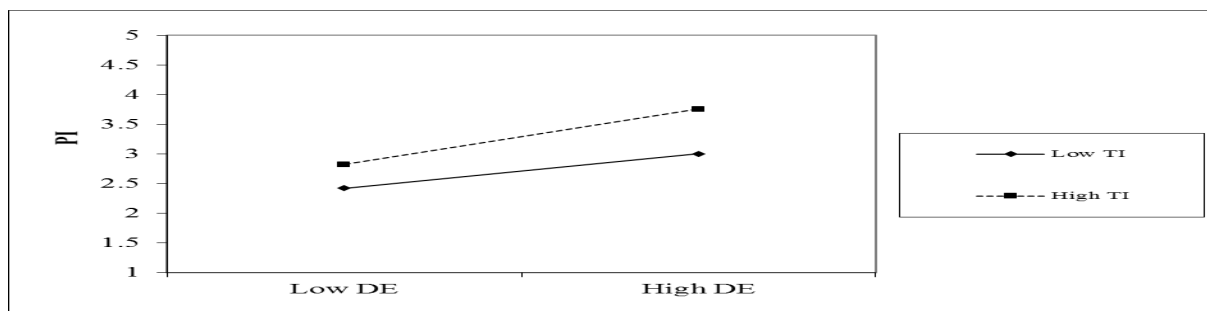
Hypothesis H10b examines the moderating impact of technological infrastructure on the relationship between DE and PI. The coefficient (BETA) pertaining to this association is 0.088, signifying a positive correlation. The statistical analysis reveals that the null hypothesis is strongly contradicted by the T-value of 3.383 and the significantly low P-value of 0.001. Hence H10b is accepted. Table 5, Figure 5 and Figure 6 shows the moderating impact of TI.

**Table 5. Moderation Analysis**

Hypothesis	Relation	BETA	T value	P value	Decision
<b>H10a</b>	<b>DE x TI -&gt; CS</b>	0.107	3.228	0.001	Accepted
<b>H10b</b>	<b>DE x TI -&gt; PI</b>	0.088	3.383	0.001	Accepted



**Fig. 5: TI as moderator between DE and CS**



**Fig. 6: TI as moderator between DE and PI**

## 5 Discussion

Findings of H1 showed that agriculture product attributes have a positive impact on customer satisfaction with agriculture products. These findings are supported by previous literature. The presence of desirable attributes in agricultural products is positively correlated with customer satisfaction [74]. In the event that a fruit or vegetable exhibits qualities of freshness, visual appeal, and meets the anticipated standards of quality, it is probable that consumers will perceive it as satisfactory. The sensory experience and overall satisfaction levels of customers are directly impacted by the attributes of agricultural products [75]. In addition, the attributes of agricultural products play a significant role in determining their perceived value. The perception of high quality, nutritional benefits, and meeting specific needs of products by customers is positively correlated with the association of greater value with the products. The aforementioned perception of value has a favorable impact on the level of satisfaction experienced by customers [76]. Therefore, hypothesis H1 is supported.

Findings of H2 showed that agriculture product attributes have a positive impact on purchase intention of agriculture products. These findings are supported by previous literature. It is probable that consumers are incentivized to procure agricultural commodities that align with their individualized requirements and inclinations [77]. The purchase intention of a customer seeking organic products can be significantly influenced by attributes related to organic farming methods and certifications. Likewise, characteristics such as flavor, visual appeal, and presentation have the potential to allure consumers and stimulate their propensity to buy [78]. In addition, the attributes of agricultural products play a significant role in shaping the perceived value of said products. Customers are more likely to perceive products as valuable when they perceive them to possess high quality, nutritional benefits, and alignment with their preferences [79]. The positive impact of perceived value on customers' intention to purchase is evident. Therefore, H2 is supported.

Findings of H3 showed that content marketing has a positive impact on customer satisfaction of agriculture products. These findings are supported by previous literature. Providing customers with comprehensive product descriptions, nutritional data, recipes, and usage recommendations can enhance their satisfaction with their purchase [80]. The provision of pertinent and captivating content that caters to the requirements and preferences of customers is a means of augmenting the overall customer experience through content marketing. Moreover, the implementation of content marketing engenders a perception of reliability and authenticity. Content marketing fosters trust between the brand and its customers by furnishing precise and dependable information pertaining to agricultural products [76]. The perception of a brand's knowledgeability and transparency by customers has been found to positively impact their satisfaction levels and foster stronger brand-customer relationships [81]. Therefore, the hypothesis H3 is supported.

Findings of H4 showed that content marketing has a positive impact on purchase intention of agriculture products. These findings are supported by previous literature. The practice of content marketing offers significant value by imparting informative material to customers, which serves to educate them on the advantages, applications, and distinctive selling points of the products [37]. Content marketing can enhance customers' inclination to purchase agricultural products by providing persuasive content, such as product reviews, testimonials, and comparisons. Furthermore, the implementation of content marketing serves to foster trust and establish credibility [32]. Content marketing is a strategy that aims to establish a brand's credibility as a dependable source of information by offering useful and pertinent content. The establishment of brand trust and perceived expertise has been found to positively influence customers' confidence in the quality and benefits of agricultural products, ultimately leading to an increase in their purchase intention [82]. Therefore, hypothesis H4 is supported.

Findings of H5 showed that Influencer marketing has a positive impact on customer satisfaction with agriculture products. These findings are supported by previous literature. The act of influencers disseminating affirmative experiences, evaluations, or recommendations of agricultural commodities instills a perception of reliance and authenticity within their audience [83]. The establishment of trust between the customer and the recommender leads to a rise in customer contentment upon experimentation with the suggested merchandise. In addition, influencer marketing yields social proof and facilitates word-of-mouth promotion. The endorsement and utilization of agricultural products by influencers can generate a perception among consumers that these products are widely accepted and favored [84]. The phenomenon of social proof has a positive impact on customer satisfaction, as it instills a sense of confidence in customers regarding the quality and advantages of the products [85]. Therefore, H5 is supported.

Findings of H6 showed that Influencer marketing has a positive impact on purchase intention of agriculture products. These findings are supported by previous literature. The act of agricultural product recommendation or endorsement by influencers tends to increase the likelihood of their followers contemplating the purchase of such products. Influencers possess a persuasive ability that can instill a sense of desire and urgency among their audience, thereby augmenting their intention to make a purchase [86]. Furthermore, influencers offer customized and relatable product encounters. Influencers enhance the relatability and desirability of products among their followers by sharing personal experiences, offering usage tips, and providing testimonials [87]. The degree of relatability exhibited by influencers has been found to have a positive

impact on the emotional attachment and purchase inclination of their followers, particularly those who aspire to emulate the influencer's favorable encounters [88]. Therefore, hypothesis H6 is supported.

Findings of H7 showed that Digital engagement has a positive impact on customer satisfaction. These findings are supported by previous literature. The utilization of digital engagement offers customers the benefits of convenience and accessibility [89]. The emergence of electronic commerce and internet-based shopping has facilitated the ability of consumers to peruse, evaluate, and procure merchandise at their convenience and from any location. The elimination of barriers and simplification of the purchasing process through digital channels enhances customer satisfaction by providing a seamless and hassle-free experience. Moreover, digital engagement facilitates instantaneous feedback and evaluations [90]. Digital platforms offer customers the opportunity to share their experiences, and rate, and review agricultural products. The implementation of a feedback loop facilitates the comprehension of customers' requirements and inclinations by brands, allowing for necessary enhancements and prompt resolution of any issues [91]. The capacity to interact with clients and address their input is a factor that enhances levels of contentment. Therefore, hypothesis H7 is supported.

Findings of H8 showed that Digital engagement has a positive impact on purchase intention. These findings are supported by previous literature. The utilization of digital engagement allows brands to generate compelling and influential content [57]. By utilizing captivating visuals, compelling storytelling, and interactive features, brands can proficiently convey the distinctive selling points and advantages of their agricultural products. Compelling content has the ability to captivate the attention of customers and elicit their interest, thereby augmenting their propensity to make a purchase [92]. In addition, digital engagement provides streamlined and user-friendly buying processes. Digital channels facilitate the purchase process and eliminate obstacles by offering features such as one-click purchasing, saved payment information, and personalized recommendations [86]. The ease and efficiency provided by digital engagement are likely to increase purchase intention as customers are more inclined to complete their purchases. Therefore, hypothesis H8 is supported.

Findings of H9a-H9f showed that Digital engagement mediates the relationship between agriculture product attributes, content marketing, influencer marketing, customer satisfaction with agriculture products and purchase intention. These findings are supported by previous literature. The utilization of digital engagement enables the examination and assessment of various attributes associated with agricultural products, thereby empowering customers to make informed decisions [93]. Digital channels facilitate customers' access to exhaustive and current information regarding product attributes, enable product comparison across different options, and provide access to customer reviews. The provision of this information enables customers to evaluate the congruence between their requirements and inclinations and the characteristics of the agricultural commodities, resulting in elevated levels of customer contentment when the products fulfill or surpass their anticipations [94]. The utilization of digital engagement offers a medium through which customers can interact with both the agricultural products and the brand, thereby fostering a feeling of engagement and affiliation [95]. By means of digital channels, consumers have the opportunity to investigate the characteristics of a product, interact with interactive features, and obtain customized recommendations based on their preferences and previous engagements. This interactive approach enhances customers' engagement and fosters their inclination to acquire agricultural products, thereby resulting in a rise in purchase intention [96]. Furthermore, digital engagement facilitates the ability of customers to express their perspectives and evaluations regarding the content and agricultural commodities. Consumers have the ability to provide feedback in the form of reviews, ratings, and testimonials, which can function as a type of social validation for prospective customers. Favorable reviews and feedback have a significant impact on customers' contentment, as they perceive their positive evaluation of the content and products to be affirmed [97]. Moreover, digital engagement enables customers to disseminate content and product information among their social circles. By means of social sharing, clients have the ability to enhance the scope and effectiveness of the content marketing endeavors. The act of customers sharing positive content and experiences generates social influence and word-of-mouth recommendations, thereby amplifying purchase intention within their network (Rozak et al., 2021). Moreover, digital engagement enables customized experiences through the customization of influencer-generated content to align with the preferences and interests of customers. By means of data monitoring and examination, companies have the ability to provide individualized suggestions, tailored material, and focused advertising [98]. The implementation of a personalized approach has been shown to improve customer satisfaction, as it fosters a sense of understanding and accommodation of customers' individual needs and preferences. Moreover, digital engagement offers a smooth and expedient buying encounter [99]. Digital channels facilitate the purchase process by means of streamlined features such as in-app purchasing, saved payment information, and one-click ordering. The amalgamation of convenience and involvement with influencer-generated content has a favorable impact on purchase intention, as it increases the likelihood of customers completing the purchase [100]. Therefore, hypotheses H9a-H9f are supported.

Findings of H10a and H10b showed that Technological infrastructure moderates the relationship between digital engagement, customer satisfaction of agriculture products and purchase intention. These findings are supported by previous literature. A more robust technological infrastructure facilitates a seamless and efficient digital engagement experience for customers. The provision of rapid and dependable internet connectivity guarantees seamless navigation and engagement

with digital platforms, thereby mitigating dissatisfaction and augmenting contentment [66]. A website and mobile application that are well-designed, possess intuitive navigation and exhibit responsive design facilitate customers' access to information, interaction with content, and accomplishment of desired tasks. The possession of strong data analytics capabilities enables brands to collect and scrutinize customer data, resulting in customized experiences and individualized suggestions that augment customer contentment [101]. In addition, a robust technological framework facilitates the integration of omnichannel capabilities, enabling customers to smoothly navigate across diverse digital channels and devices [67]. Agricultural products can be accessed and evaluated by consumers through a range of digital channels, including websites, mobile applications, social media, and online marketplaces, providing opportunities for engagement and purchase decision-making. Enabling customers to interact and transact through their preferred channels enhances convenience and fosters trust, ultimately resulting in a greater propensity to make purchases [102]. Therefore, hypotheses H10a and H10b are supported.

## 6 Implications:

The study holds significant practical implications for manufacturers and marketers of agricultural products. To maximize consumer happiness, improve product attributes first. Identifying and incorporating client preferences into product development can boost customer satisfaction. Furthermore, the incorporation of content marketing into their overall strategies is of utmost importance. Companies can enhance customer satisfaction and purchase intention by producing informative and captivating content that showcases the features and advantages of their products. Moreover, the utilization of influencer marketing has the potential to be a beneficial approach for companies in the agriculture product industry. Partnering with prominent individuals who possess a significant audience and influence can proficiently endorse commodities and stimulate curiosity amidst their supporters.

This study makes a significant contribution to the theoretical understanding of customer satisfaction and purchase intention within the agricultural industry. This statement underscores the significance of agricultural product characteristics in influencing the attitudes and behavioral intentions of consumers. Additionally, the research highlights the intermediary function of digital engagement in the correlation among content marketing, influencer marketing, and both customer satisfaction and purchase intention. This underscores the importance of customers' active participation and interaction with digital content. The research highlights the significance of technological infrastructure as a moderator, accentuating the necessity of a sturdy technological base to facilitate and amplify the influence of digital engagement on customer satisfaction and purchase intent.

## 7 Limitations and Future Directions

The present investigation exhibits certain limitations. The generalizability of the findings to other agricultural contexts and customer segments may be limited. The study's utilization of a particular sample and context may not comprehensively encapsulate the breadth of diversity and variations inherent in various agricultural settings. The utilization of a cross-sectional design in this study poses a constraint on the ability to establish causal relationships between variables. Prospective studies employing longitudinal or experimental methodologies would yield more substantial evidence regarding the causal relationships among product characteristics, promotional tactics, online interaction, consumer contentment, and buying inclination. Moreover, the dependence on self-reported assessments presents the potential for common method bias and response biases. Incorporating objective measures or observational techniques in future studies could yield more precise and unbiased data. Additionally, the size of the sample may be relatively limited and targeted, thereby potentially impacting the extent to which the results can be applied to a broader population. Increasing the sample size and incorporating greater diversity would augment the external validity of the findings.

Regarding prospective avenues, scholars ought to contemplate investigating supplementary moderating variables that could impact the associations scrutinized in this investigation. An in-depth analysis of various factors such as customer demographics, cultural influences, and market dynamics may provide a more comprehensive comprehension of the effects. Conducting comparative analyses across diverse agricultural sectors, regions, and customer segments could yield valuable insights into the similarities and differences in the impacts of product attributes, marketing strategies, and digital engagement. Conducting longitudinal research has the potential to provide valuable insights into the fluctuations and developments in customer satisfaction and purchase intention across a period of time. Moreover, the integration of qualitative research techniques would yield more profound comprehension of customers' encounters, attitudes, and incentives regarding agricultural product characteristics, promotional tactics, and digital interaction. Finally, an investigation into the impacts of multichannel marketing and an examination of the combined effects of diverse digital channels and conventional marketing methods would provide significant knowledge for the development of efficient marketing tactics in the agricultural industry.

## 8 Conclusion

This study explored how product attributes, content marketing, influencer marketing, digital engagement, and technology infrastructure affect agricultural customer satisfaction and purchase intention. The results validated the hypotheses and illuminated these variables' linkages. Agriculture product features increased consumer satisfaction and purchase intention, demonstrating the importance of producing and advertising items that suit customer preferences. Engaging and influential marketing methods also improved client satisfaction and purchase intention. Digital interaction drove consumer satisfaction and purchase intention. Active involvement and connection with digital content mediate the linkages between farm product qualities, content marketing, influencer marketing, customer satisfaction, and purchase intention. These findings emphasize the importance of digital client engagement. Additionally, technological infrastructure moderated the association between digital engagement, consumer happiness, and purchase intention. Investing in technology to support digital engagement tactics was demonstrated to increase customer satisfaction and purchase intention. Agriculture product makers and marketers should focus on product qualities, content marketing, influencer marketing, and digital engagement. To improve digital interactions, consumer satisfaction, and purchase intention, they should also invest in a strong technology infrastructure. This study improves our understanding of farm product qualities, marketing methods, digital engagement, consumer happiness, and purchase intention. The study illuminates the mechanisms and contextual aspects that influence agricultural customer behavior through digital engagement and technology infrastructure. Despite its merits, this study has drawbacks. The cross-sectional strategy reduces causal linkages and makes the findings context-specific. Comparative studies, longitudinal designs, additional moderating factors, qualitative research, and multichannel marketing research could overcome these constraints.

### *Conflicts of Interest Statement*

*The authors certify that they have NO affiliations with or involvement in any organization or entity with any financial interest (such as honoraria; educational grants; participation in speakers' bureaus; membership, employment, consultancies, stock ownership, or other equity interest; and expert testimony or patent-licensing arrangements), or non-financial interest (such as personal or professional relationships, affiliations, knowledge or beliefs) in the subject matter or materials discussed in this manuscript.*

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