2021-1178 IJOI
https://www.ijoi-online.org/

International Journal of Organizational Innovation

STUDY ON THE ATTITUDE AND SATISFACTION OF TOURISTS IN TAIWAN'S LEISURE AGRICULTURE ONLINE MARKETING ADOPTING THE THEORY OF INNOVATION DIFFUSION

Hsu-Hua Lee
Graduate Institute Department of Management science,
Tamkang University, Taiwan

Yung-Lin Wu*
Graduate Institute Department of Management science,
Tamkang University, Taiwan
* Corresponding author: davtry68@gmail.com

Tzu-Cheng Su
Graduate Institute Department of Management science,
Tamkang University, Taiwan

Abstract

In recent years, the world has been ravaged by Covid-19. Many physical shopping has to be converted to online shopping. The 82% of households in Taiwan have access to the Internet. It has become a habit for people to search for information or shop online. This has not only caused a surge in online shopping opportunities, but also, the government and private enterprises must also cater to the changing habits of consumers. Among them, the Internet community is the part with the highest proportion of people using the Internet. Therefore, not only business must pay attention to the operation of the community, but government departments also need to rely on the community to disseminate information. This study takes government department in southern Taiwan as an example to explore the effectiveness of the department's use of online communities to market leisure agriculture and experiential activities, and adopts Rogers' the-

ory of innovation diffusion to illustrate how this innovation is diffused and whether it can effectively affect people's lives. Online and paper data collection methods were used, and total of 321 valid questionnaires were collected. The results show that innovation diffusion factors do significantly and positively affect people's attitudes towards leisure agriculture and positively increase satisfaction. This study is also discussed in the article, and provides consideration for relevant departments in their governance.

Keywords: Leisure Agriculture, Innovation Diffusion, Attitude, Satisfaction, Internet

Introduction

The Taiwan Network Information Center (TWNIC), a consortium, conducted a survey of residential telephones and mobile phones across Taiwan (Taiwan Network Report 2020). The survey results estimate that the overall Internet rate of 12 years old and above in the country has reached 83.8%, and the number of Internet users in the country has been estimated to have reached 18.84 million. In the household Internet access section, it is estimated that there are 7.31 million households in the country with Internet access, and the proportion of households in the country is 82.8%. The main way to surf the Internet at home is mobile Internet, which accounts for as high as 91.3%. It has become a habit for people to obtain information online, and it is currently the most mainstream way of obtaining information. If government departments and private enterprises want to disseminate information or marketing propaganda, they all regard online marketing as the most important information exposure channel.

The most frequently used Internet functions of the people are in online communities (e.g., Facebook), accounting for 60.1%. If inferred from the number of people in Taiwan, about 11.25 million people will use online communities. Followed by instant messaging software, accounting for 54.3%, and browsing the web, accounting for 40.0%. Other functions include checking news and weather (21.3%), watching videos online (21.7%), playing online games (16.0%), and shopping online. (11.6%), both have a ratio of more than 10%.

According to the survey conducted by the Taiwan Network Information Center, the percentage of people who have been online in the past six months. Males (79.9%) are slightly

higher than females (79.6%), 15-19 years old (99.2%) are higher than other age groups, graduate school and above (7.7%) are higher than other education levels, and finance and insurance (98.4%) are higher In other occupations, personal monthly income is 80,001-90,000 yuan (97.1%) higher than other incomes. Except for the lower age, there is little gender difference between men and women, people who often use the Internet have higher education levels, more financial and insurance businesses, and higher incomes. In terms of mobile Internet data, the proportion of men (73.3%) who use mobile Internet is lower than that of women (74.8%), 25-34 years old (90.3%) is higher than other age groups, graduate degree or above (84.7%) is higher than other education levels, finance and insurance industry (93.8%) is higher than other occupations, personal monthly income is 30,001-40,000 new Taiwan dollar (86.8%) is higher than other income categories. It can be seen that the age group of people with Internet habit in China tends to be younger (below 34 years old), with a higher education level, and dominated by occupations and financial services.

With the development of social economy and changes in the industrial structure, agriculture has transformed from a primary industry to a diversified operation. Agriculture should also cooperate with consumers' habit of using the Internet to develop online marketing. In particular, leisure agriculture is a new type of agricultural operation that combines the characteristics of local industries, humanities and natural ecology, and needs to be able to conform to the consumption habits of the people. Formulate the overall development plan for leisure agriculture in the Council of Agriculture, guide leisure agriculture operations with regional plans, improve the investment environment, and encourage domestic agriculture to move towards internationalization, create rural employment opportunities, increase leisure agriculture output value, and break through the bottleneck of agricultural development, activating the local economy. Lin’s (2014) study found that most of the leisure agriculture at this stage uses computer information networks for the interactive exchange of information or information on marketing or other related business activities.

In the domestic study on online marketing agriculture, Zhang (2011) found that the abundance of website information will help reduce the online shopping risks perceived by respondents; the more useful the online shopping is, the more useful the online

shopping. The more positive the attitude of ordering organic agricultural products on the road; the online shopping attitude of respondents will positively affect their willingness to purchase organic agricultural products online. He and Chen (2011) found that online diversity, online timeliness, online security, and online price disclosure can significantly affect online purchase intentions. It is also suggested that organic farmers should provide more information about organic agricultural products and health links to the public, so that more people will be more willing to purchase organic agricultural products. Zhang (2008) mentioned in the study on consumers' online purchase of organic fruits and vegetables that Taiwan's online market is booming. Online shopping can provide a wealth of information and convenient channels. The organic market can be provided through online platforms. The production history information and organic related information will reduce the problem of information asymmetry in the organic market, and also reduce the problem of consumers not knowing where to buy. Huang and Shi (2004) found that if the e-commerce of organic agricultural products makes consumers feel easy to use and useful, consumers will have a higher willingness to consume. Therefore, relevant businesses do not need to be limited to organic agriculture. Interested consumer promotion.

Use innovation diffusion theory and planned behavior theory to explain and analyze the study of innovative products. Taylor & Todd (1995) found that consumers' perception of relative advantage, compatibility, and complexity has a significant impact on their behavior and attitude to adopt innovative products. Busselle, Reagan, Pinkleton & Jackson (1999) found that as long as consumers believe that the Internet has more advantages and low complexity, consumers' willingness to adopt the Internet will increase. Liao, Shao, Wang & Chen (1999) found that if people think that the higher the relative advantages, compatibility and complexity of the services provided by virtual banks on the Internet, the higher the willingness of the people to adopt virtual banks.

Chao, Tan, and Huang (2008) investigated the willingness of auditors in accounting firms to adopt knowledge bases and found that the five attributes of innovation diffusion can predict attitudes except for complexity. Xu and Guo (2010) found that relative advantages, compatibility, complexity, testability, and observability can all predict people's behavioral intentions

of switching users to software. Wu (2011) found that complexity, compatibility and observability can predict farmers' attitudes towards organic farming. From the above study, it can be found that Rogers' innovation diffusion theory is not only used to analyze the acceptance of innovative products, but also has good predictive and explanatory power.

From the above study, it can be found that online marketing needs to strengthen website security, content richness, website attractiveness, and website ease of use, so that people can search for the information they need on the website in the shortest time. Since Taiwan's agricultural sector uses the Internet to market agriculture, it is still a relatively new and innovative service and consumption method. Therefore, this study believes that Rogers' innovation diffusion theory and Ajzen's planning behavior theory can be used to explain the effect of a certain public sector in the south of using Facebook to market leisure agriculture.

Literature Discussion

(1) Online community

With the trend of e-commerce, Howard (1993) first proposed the concept of virtual community, which uses the Internet as a platform for knowledge communication and creation and dissemination. In a virtual community, members may be familiar or unfamiliar with each other, but interaction and emotional exchanges within the community can gradually create an organizational atmosphere and culture of the virtual community, and this atmosphere and culture will continue to Attract similar members to join. On the contrary, members who are not accustomed to the atmosphere and culture will withdraw, forming a natural virtual community organization metabolism. Armstrong & Hagel (1996) also mentioned that people joining virtual communities are mainly based on similar interests, seeking to establish interpersonal relationships, fantasies and transactions, etc. In order to meet these needs and motivations, people have created relational communities.

There are four types of virtual communities, including interest communities, trading communities, and fantasy communities.

1. Communities of Relationship: Members have similar values, preferences, experience, or growth background to each other. In the relationship community, members can interact, care, and share feelings and information.
2. Communities of Interest: People

form the community because of common interests, such as bird watching, jigsaw puzzles, travel, food and other topics. Members can use text, audio and video, pictures or communication in the community To deliver information and experience.

3. Communities of Transaction: A community that people join because they need to trade a certain commodity or service, such as pet transactions, second-hand goods transactions, virtual goods transactions, and generally refer to any transaction based on the use of currency transactions or physical goods exchange The purpose of the community.

4. Communities of Fantasy: This type of community is very different from the above three types of communities that belong to real characters or real interpersonal relationships. In fantasy communities, members often play roles in the virtual world, such as video games. Characters, consider themselves as virtual characters, or think and discuss from the standpoint of virtual characters. The main content of the discussion is the contents of the virtual world, such as the plot or the functions of the virtual characters. In the fantasy community, members don't mind each other The real identity, but the interaction in the virtual community.

Fishbein & Ajzen (1975) believe that attitudes are the people's consistent tendency to a certain environment or people and things. Attitudes include cognition, emotion, experience, values, preferences, and behavioral tendencies. According to Ajzen (1991) and Fishbein & Ajzen (1975)'s definition of attitude, it can be defined as a person's cognition, emotions, experience, values, preferences and behaviors on social networking sites. Wang and Zhang (2012) put forward their views on the attitudes of social networking sites, which include practicality, hedonicity, and community identification. The study report of Xin (2011) also pointed out that perceived usefulness, perceived ease of use, perceived emotional value and perceived relationship value are important factors that affect the intention of using social networking sites. From these studies, it can be understood that attitudes do include deep and broad psychological aspects. Emotions, preferences, sense of identity, values, knowledge, etc. can be regarded as broad-based attitudes.

(2) Leisure agriculture

According to Article 3 of the "Agricultural Development Regulations" and the Agricultural Committee of the Executive Yuan (2000), the definition of leisure agriculture in the

"Administrative Measures for the Establishment of Leisure Agriculture Areas" and "Leisure Agriculture Guidance Measures": "Leisure agriculture refers to the use of rural landscapes and natural ecology. And environmental resources, combined with agriculture, forestry, fishery and animal husbandry production, agricultural business activities, rural culture and farm life, to provide national leisure, and to enhance people's agricultural and rural experience for agricultural operations; and leisure farms refer to the premises for operating leisure farms." Leisure agriculture is an agriculture that combines production, life and ecology. It is combined with agricultural business activities and facilities, space, natural environment and human resources for production, and through overall planning and design, the effects of rural leisure tourism can be brought into play and consumers' personal experience can be enhanced. Opportunities for agriculture and related activities in order to achieve the goal of increasing farmers' agricultural production income and developing rural economy. It is also an agricultural business entity that integrates three-level industries such as agricultural transportation and marketing, agricultural processing and recreational services.

Recreational agriculture is a new type of agricultural management, infused with diversified management methods. The purpose is to integrate agriculture and tourism, improve agricultural management, agricultural tourism, local industry, rural culture, activate local economy, increase farmers' income, and enhance urban-rural exchanges. They drive local development.

The following are the seven major functions of leisure agriculture (Chen, 2007).

1. Economic function: increase employment opportunities, increase income channels, increase income, and improve rural industrial structure. Recreational agriculture is directed from primary industries to fourth-level industries, directly selling agricultural products to consumers, improving and increasing employment opportunities, and achieving the function of overall economic growth.

2. Social function: to enhance the contact between urban residents and farmers, expand the interpersonal relationship of rural residents, shorten the gap between urban and rural areas, and improve the quality of life in rural areas.

3. Educational function: to provide people with understanding of agriculture, understanding of the growth process of rural animals and plants, experience of rural life, and understanding of rural culture and ecology. Provide tourists to experience the nature in person, and learn new knowledge from the experience, to achieve the learning effect of entertaining and entertaining.

4. Environmental protection function: Provide sustainable development, improve environmental quality, and maintain natural and cultural landscape.

5. Recreational function: Provide people with sightseeing and leisure places, engage in healthy leisure activities, and achieve the purpose of leisure and recreation.

6. Medical function: adjust the body and mind, relieve stress, in order to achieve the effect of natural healing.
7. Cultural inheritance function: The development of leisure agriculture can inherit the rural life culture, industrial culture and many folk cultures.

(3) Diffusion of innovation

Rogers (1995) believes that innovation is when an idea, practice or thing is recognized as new by a person or a group at the receiving end, the idea, practice or thing is an innovation. The old and new in individual cognition determines whether it is an innovation. Diffusion is a process, that is, within a certain period of time, members of the social system use specific channels to spread information about a certain innovation. Rogers (1995) believes that up to 87% of innovations are affected by the attributes of innovation. Therefore, the attributes of innovation cognition are an important factor affecting the diffusion of innovation. The five attributes of innovation cognition are introduced below.

1. Relative advantage: refers to the degree to which innovation is superior to existing concepts or technologies that may be replaced by it. Relative advantages are usually measured in terms of economic benefits, low cost, reduced discomfort, time-saving and labor-saving, immediate return, social prestige, or other methods. Rogers (1995) found that in the past study on the cognitive attributes of innovation, it is generally pointed out that there is a positive correlation between relative advantage and attitude and acceptance rate.

2. Compatibility: refers to the degree to which innovation is considered to be

consistent with the current social value system and belief system, past experience, ideas that have been promoted and accepted in the past, and the needs of potential recipients. The higher the compatibility, the lower the uncertainty for potential recipients. Rogers (1995) believes that there is a positive correlation between the innovation compatibility and acceptance rate perceived by members of the social system. Rogers reviewed relevant literature and found that there is a positive relationship between compatibility and willingness to adopt.

3. Complexity (complexity): Refers to the degree of difficulty for the innovation to be understood and used. The complexity of innovation recognized by members of the social system is negatively correlated with the acceptance rate. Rogers (1995) believes that complexity is negatively correlated with acceptance rate. Zinnah, Compton & Adesina (1995) also found that there is a negative relationship between complexity and willingness to adopt. If innovative technology is adopted, the cost and difficulty are high, which will hinder the willingness of enterprises or people to adopt innovation.

4. Trialability: Rogers (1995) believes that the higher the testability of an innovation, the higher the probability that the innovation will be accepted, and the lower the uncertainty felt by decision makers. Zinnah, Compton & Adesina (1995) believe that in order to avoid unforeseen events and avoid errors and corrections, many organizations usually experiment with innovations on a small scale before adopting innovations. Only if the results meet expectations, Take innovation. Rogers (1995) believes that the testability of innovation recognized by members of the social system has a positive correlation with the acceptance rate.

5. Observability: Observability refers to the degree to which the consequences of innovation can be observed by others. The easier it is for others to see the result, the higher the acceptance. Observability helps to stimulate discussion of innovation among peers. Friends and colleagues of recipients usually ask for information about innovation. Zinnah, Compton & Adesina (1995) believe that if you can show others the results of adopting innovations, it will have a significant impact on the adoption decisions of others. Rogers also suggested that if a gentle and efficient method can be used to show the results of innovation to others for observation, it will have a significant impact on others' decision-making. Regarding the relationship between observability and acceptance rate,

Rogers (1995) believes that there is a positive correlation between the two.

(4) Satisfaction

Cardozo is the first scholar to introduce customer satisfaction into the field of marketing. He pointed out that when customers are satisfied, they will increase customers' repurchase behavior and purchase other products. From a marketing perspective, satisfaction is an evaluation process that evaluates whether "actual consumption experience" and "consumer expected performance" are the same as expected results. It also considers three social and psychological factors that affect satisfaction, namely feeling, evaluation and comparison (Wang, Xue & Chen, 2005). If the actual consumption experience does not meet the expectations, then customer satisfaction will be reduced; if the actual consumption experience meets the expectations, then the customer will achieve the expected benefits; if the actual consumption experience is much higher than expectations, the customer satisfaction will be high satisfaction. Other scholars have also explored the psychological aspect of life satisfaction from the perspective of life happiness and satisfaction.

Life satisfaction is a kind of experience of the changing state of life, and the psychological level will change according to the change of things. Therefore, the definition of satisfaction cannot be accurately defined. Life satisfaction is regarded as the happiness and satisfaction of life. In addition, people with higher life satisfaction are usually more positive, friendly, happy, healthy, tolerant, and contented psychologically. Satisfaction has slowly begun to be used to study daily work, community environment, landscape space, outdoor recreation or leisure activities, etc., and has been used to measure people's psychological evaluation and behavioral factors. If the user holds expectations for the activity before participating, the comparison between the user's expected demand before participating in the activity and the actual result after the activity is a subjective feeling and attitude of the user. In terms of post-use evaluation, user satisfaction, landscape satisfaction, and facility satisfaction are gradually being discussed and valued.

The post-use evaluation is based on the user’s recreational needs, and explores the user’s satisfaction. Satisfaction is an emotional evaluation. The user will feel satisfied when the expected and actual results of the service or facility are consistent. Satisfaction

can be divided into two categories: total satisfaction and sub-satisfaction to be measured; sub-satisfaction includes: environmental satisfaction, activity satisfaction and management satisfaction, and then comprehensively discuss the factors affecting total satisfaction (Lin & Huang , 2016).

3. Study and design

(1) Study framework

In order to understand whether the innovation diffusion strategy of a government's leisure agriculture Facebook in the south will affect people's attitudes towards leisure agriculture in the region, which in turn affects satisfaction, and to analyze whether there are significant differences in innovation strategies, attitudes and satisfaction among different people. The study proposes the following study framework (Figure1). This study assumes that innovation diffusion strategies will affect attitudes, and attitudes will affect satisfaction. There are significant differences in innovation strategies, attitudes, and satisfaction among the population background. Furthermore, this study adopts Ajzen's (1991) method of identifying attitudes, and believes that everything that includes knowledge, values, preferences, habits, opinions, etc. can be classified as an attitude component.

Figure1. Framework

In terms of innovation diffusion strategies, this study took into account the five innovation diffusion strategies proposed by Rogers (1995), and after considering the nature of leisure agricultural experience activities, it was decided to adopt four innovation diffusion strategies, namely, relative advantage, compatibility, and simplicity. (The opposite of complexity) and observability. In the past study on the ability of innovation diffusion strategies to predict willingness, Rogers (1995) found that comparative advantage is an important factor influencing the willingness to adopt. Rogers (1995), Teo, Tan & Wei (1995) and other studies believe that there is a positive relationship between compatibility and willingness to adopt. Study by Rogers (1995) found that there is a negative relationship between complexity and willingness to adopt. Zinnah, Compton & Adesina (1995) and Rogers (1995) found a positive correlation between observability and acceptance rate. Therefore, this study regards the four major strategies of innovation diffusion strategies as the main variables that affect people's attitudes towards surfing the leisure agricultural experience activities in the region.In the measurement of satisfaction, this study mainly wants to understand how people feel about leisure agricultural experience activities through Facebook, so satisfaction will include people's activity facilities, personnel, itinerary content, website content, publicity, as well as consumption willingness and revisiting Willingness and other views.

(2) Sampling method

The people of leisure agricultural experience activities are the study objects, and the people's views on innovation diffusion strategies, attitudes and satisfaction are discussed. The sampling method of this study adopts the convenience sampling-snowball sampling method. The questionnaires of this study will be distributed in two ways. The first is that after the study designs the questionnaire into an online questionnaire, the people who browse the webpage are allowed to fill out the question online; One way is to interview respondents through physical questionnaires by the study. This time, 209 valid online questionnaires were collected, 112 valid physical questionnaires were collected, and a total of 321 valid questionnaires were collected.

(3) Questionnaire design method

1. Diffusion of innovation

In formulating the topic of the innovation diffusion strategy, this

study used Rogers (1995), Plouffe, Hulland & Vandenbosch (2001), Vollink, Meertens & Midden (2002), Hong, Zhang, Zhang & Zhang (2010), Xu &Guo (2010) and other study institutes were revised according to the characteristics of leisure agricultural experience activities in the area.

2. Leisure agriculture attitude

In the formulation of attitude items, this study took into account the design methods and principles proposed by Fishbein (1980), Rogers (1995), Hartmann & Apaolaza-Ibanez (2008) and other study institutes on attitudes, and based on the characteristics of leisure agricultural experience activities. To be amended.

3. Satisfaction

In the measurement of attitude items, this study refers to Wang (1994) and Hou (1997) on the design and measurement methods of satisfaction items, and amends them according to the characteristics of leisure agricultural experience activities.

4. Demographic background

In terms of demographic background, this study wanted to investigate seven background information including gender for people who browsed leisure agricultural experience activities online: gender, marital status, age, education level, industry, consumption budget, and place of residence.

Study Results

(1) Interviewee's background

There are a total of 321 interviewees, most of them are 218 women; in terms of marriage, 207 interviewees are married. In terms of the age statistics of the respondents, the number of respondents aged 41-50 is the largest, with 115 persons, followed by respondents aged 31-40, with 73 persons, and those aged under 30 and over 51 are listed separately There are 66 and 67 people in the third and fourth. In terms of the educational background of the interviewees, the number of people with a university degree is the most, with 117 people, followed by those with a high school degree or below, with 94 people, and the third is with a college degree, with 80 people. In terms of occupation, the number of respondents whose occupation is military, public education, and education is the largest, with 115 people, followed by the service industry with 57 people, and the third is freelance industry with 41 people. Among the respondents

who came to this area to participate in the event, the number of respondents who spent between 501-1000 NTD (New Taiwan Dollar) was the largest, with 104 people, followed by 1001-1500 NTD with 73 people, and the third was 500 NTD. Below, there are 59 people. Most of the interviewees who came to participate in the activities in this area live in the southern region, with 291 people (90.7%).

(2) Descriptive statistical analysis

1. Innovation diffusion strategy

In terms of comparative advantage item statistics, the item that respondents most agree with is "5. You can see more videos and photos through web pages" (M = 4.37), and the second is "2. You can grasp activities faster through web pages. "'S instant message" (M = 4.36), and the third is "3. Through the webpage, you can promote information to more friends and relatives" (M = 4.35). The overall reliability is a high reliability of .933.

In terms of simple item statistics, the item that respondents most agree with is "12. It is convenient to use mobile phone to surf the Internet and share event information with friends and family" (M = 4.38), and the second is "11. Use mobile phone to view events online. It's simple" (M = 4.31), and the third is "9. It's easy to find information on the event webpage" (M = 4.26). The overall reliability is a high reliability of .893.

In the statistics of compatibility items, the item that respondents most agree with is "15. Internet browsing Facebook and Internet activities meet my needs for convenience" (M = 4.21), and the second is "14. Internet browsing." Facebook network activities are in line with my surfing habits" (M = 4.19), and the third is "16. Surfing Facebook network activities meets my needs for multi-party browsing of information" (M = 4.16). The overall reliability is a high reliability of .937.

In terms of observable item statistics, the item most agreed by the interviewees is "19. It is already common for everyone to browse active web pages on mobile phones or computers" (M = 4.41), and the second is "20. On the Internet" You can search for relevant information about Facebook's Internet activities" (M = 4.32), and the third is "18. Around me, I can see friends and relatives using mobile phones or computers to browse Facebook's Internet activities" (M = 3.97). The overall reliability is high reliability of .835.

2. Attitude

In terms of attitude item statistics, the item that respondents most agree with is "6. On the whole, I like to use internet browsing activities" (M = 4.29), and the second is "2. I think internet browsing agriculture Experience activities can save time and make me feel very happy." (M =4.22), the third is "3. I think browsing agricultural experience activities on the Internet can get more information, which makes me feel very happy" (M = 4.20) . The overall reliability is a high reliability of .924.

3. Satisfaction

In the statistics of satisfaction items, the items that respondents most agree with are "6. I am very satisfied with the field service personnel of agricultural experience activities" (M = 4.20), "7. Overall, I am very satisfied with I am very satisfied with the agricultural experience activities" (M = 4.20), "9. I am very satisfied with the activities, and I am willing to come again" (M = 4.20), and the second is "4. My promotional activities for the agricultural experience activities Very satisfied" (M = 4.14), the third is "2. I am very satisfied with the planning of the agricultural experience activities" (M = 4.13), "3. I am very satisfied with the Facebook of the agricultural experience activities" (M = 4.13). The overall reliability is high reliability.

(3) Correlation analysis

According to the statistical results of correlation analysis, the variables proposed in this study—relative advantage, simplicity, compatibility, observability, attitude and satisfaction, all have a positive correlation of medium to high (r>.680) or higher. It means that the more positive the respondents' views on innovation diffusion factors are, the higher their attitude and satisfaction scores will be.

	advantage	simplicity	compatibility	observability	AT
Advantage	1				
Simplicity	.870**	1			
Compatibility	.721**	.753**	1		

Observability	.712**	.734**	.834**	1	
AT	.761**	.766**	.814**	.806**	1
satisfaction	.772**	.738**	.714**	.689**	.823**

(4) Linear structural equation model

According to the results of the linear structural equation model, the relative advantage, compatibility and observability will positively and significantly affect the attitude of the respondents. Among them, compatibility has the strongest influence (β=.322***), followed by observability (β=.298***), and third is relative advantage (β=.212***); attitude (B=.800***) can significantly affect satisfaction.

Table 1. Summary Table of Linear Structure Equation Patterns

Mode fit	Threshold value	This study model	
		The appropriate value	appraise
Absolute fit indicator			
Likelihood-Ratio χ^2	$p \geqq .05$	121.88***	good
GFI	≧ .90	.913	good
AGFI	≧ .90	.872	decent
SRMR	≦ .05	.055	good
RMSEA	≦ .08	.091	good
RMR	≦ .05	.061	decent
Value-added adaptation indicators			
NFI	≧ .90	.921	good

NNFI	≧ .90	.872	decent
RFI	≧ .90	.933	good
IFI	≧ .90	.911	good
CFI	≧ .90	.932	good
Simple fit indicators			
PGFI	≧ .50	.821	good
PNFI	≧ .50	.802	good
PCFI	≧ .50	.794	good
Likelihood-Ratio χ^2/df	≦ 3	1.99	good

(5) Comparative average analysis

Respondents living in the South had higher scores in terms of relative advantage, simplicity, compatibility, observability, attitude, and satisfaction than those living in non-southern regions. In terms of age, respondents over the age of 51 are more satisfied with online leisure agriculture marketing than those under 30. In terms of consumption amount, respondents with a consumption amount of 1501-2000NTD and above 2001NTD have a more positive attitude towards the event than those with a consumption amount of 501-1000NTD.

Discussion

According to statistical analysis, it is found that relative advantage, compatibility and observability will positively and significantly affect the attitude of respondents. Although the simplicity is not significant, the significance is also approaching significant (p=.051). This study inferred that in order to enhance the interviewee's positive attitude towards activities, we should first strengthen relative advantages, compatibility and observability. In terms of relative advantages, designing attractive and easy-to-browse web pages for people to browse the Internet, providing more audio-visual files and photos on the web pages, and designing activities and gift-giving activities can all strengthen the public's

perception of the advantages of web publicity activities. In terms of compatibility, as long as the web design makes the interviewees feel that it meets the Internet habits, meets the needs of the pursuit of convenience and browsing information, and can provide the people with audiovisual needs, it can strengthen the interviewees' requirements for compatibility and improve attitude.

In terms of observability, since it is the norm for people to browse information on mobile phones or computers nowadays, to enhance people's observability of events, it is recommended to organize more events on the Internet and encourage people to participate in events online. The atmosphere where everyone is participating in online activities will help raise the public's awareness of the observability of the activities.

Since attitudes can significantly affect the satisfaction of respondents, this study suggests that the design of event web pages should be as popular as possible in a fashion-conscious Internet style. The web pages can indeed save people time and obtain more information, as well as downloadable videos and audios. Files, as well as discounts for online activities. Through these projects, the satisfaction of the people interviewed with the event can be improved.

Based on the opinions of the interviewees, this study found that the interviewees are quite familiar with the use of websites and computers to browse the Internet. Many interviewees also responded that if the content of the organizer's Facebook page can be enriched, the gift activities can be further enhanced. More, the live event information can be updated faster, or there can be a webcast, which will increase the number of Internet views for this event. In this regard, this study suggests that the organizer should have a dedicated person responsible for online marketing, and continue to strengthen the information announcement before and during the event. There should also be a dedicated person responsible for the webcast work during the event, so that the public can see it through the website Video and audio or messages can further enhance the effectiveness of local online marketing activities.

In this questionnaire survey, many respondents living in other counties and cities said that it was because of notifications from relatives and friends that they knew that there were leisure agricultural experience activities in the area. If you did not search

for the correct keywords on the Internet, it would be difficult to search. In this regard, this study suggests that if you want to increase the speed of information dissemination in follow-up activities, you can consider purchasing online keyword marketing services and use the correct keyword string, so that more people can search through keywords or related words. Search through strings to find event information, and at the same time can reduce the cost of other channels of promotion.

Reference

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*, 179-211.

Armstrong, A. & Hagel, J. (1996).The Real Value of On-line Communities. *Harvard Business Review*, 3(74), 134-141.

Busselle, R., Reagan, J., Pinkleton, B., & Jackson, K. (1999). Factors affecting internet use in a saturaed-access population. Telematics and Informatics, 16(1), 45-58

Chao Ruiming, Tan Yanjia, Huang Shuping (2008). Applying the knowledge base to accounting firms-study on user behavior of decentralized knowledge management. Accounting and corporate governance. 5(2), 29-54.

Chen Zhaolang (2007). Introduction to Leisure Agriculture. Taipei: Quanhua.

Fishbein, M., & Ajzen, I. (1975). Belief, attitude intention and behavior: An introduction to theory and study. MA: Addison-Wesley.

Hartmann, P., & Apaolaza-Ibanez, V. (2008). Virtual nature experiences as emotional benefits in green product consumption: The moderating role of environmental attitudes. Environment and Behavior, 40, 818-842.

He Lixing, Chen Yajun (2011/04), Study on the correlation between the characteristics of real and virtual channels, perceived risk and purchase intention of organic agricultural products, 2011 Taiwan Business Management and Information Seminar.

Hong Xinyuan, Zhang Shuoyi, Xu Kaizhu, Zhang Yicheng (2010). Discuss the factors that influence the adoption of collaborative business technology by enterprises from the perspective of innovation diffusion. National Taiwan University Management Theory Collection, 20(S1), 29-68.

Hou Jinxiong, 1997, Correlation Study on Citizens' Leisure Life Attitudes and Park Use Satisfaction, Outdoor Recreation Study, 10(3), 1-17.

Howard, R. (1993). *The Virtual Community: Homesteading on the Electronic Frontier*. London : MIT Press.

Huang Zhangru, Shi Jingfen (2004). Consumers' acceptance of organic agricultural products e-commerce. Agricultural Policy and Agricultural Conditions, 139, 75-80.

Liao, S., Shao, Y. P., Wang, H., & Chen, A. (1999). The adoption of virtual

banking: An empirical study. International Journal of Information Management, 19(1), 63-74.

Lin Fengrui, Diao Liya, Wang Zihui, Guo Yuren (2014). A study on service quality, perceived value, and recreational experience affecting satisfaction and loyalty-A case study of Pingtung Wanluan Mountain Recreation Agriculture Area. Taiwan Agricultural Society News, 15(2), 164-194.

Lin Fengrui, Huang Peiting (2016). Study on the Influencing Factors of Internet Marketing Satisfaction in Urban Leisure Agriculture Area-Taking Xiaogang Leisure Agriculture Area as an example (unpublished master's thesis). Agricultural Enterprise Management Office, Pingtung University of Science and Technology, Pingtung.

Plouffe, C. R., Hulland, J. S., & Vandenbosch, M. (2001). Study report: Richness versus parsimony in modeling technology adoption decisions–understanding merchant adoption of a smart card-based payment system. Information Systems Study, 12(2), 208-222.

Rogers, E. M. (1995). *Diffusion of innovations* (4th ed). New York: The Free Press.

Taiwan Network Information Center (TWNIC) (2020). https://www.ixstudy.com/news_12_11_20_twnic

Taiwan Network Information Center（TWNIC）(2020)。https://www.ixstudy.com/news_12_11_20_twnic

Taylor, S., & Todd, P. (1995). Decomposition and crossover effects in the theory of planned behavior: A study of consumer adoption intentions. *International Journal of Study in Marketing*, *12*, 137-155.

Vollink, Meertens & Midden (2002). Innovating 'diffusion of innovation' theory: Innovation characteristics and the intention of utility companies to adopt energy conservation interventions. Journal of Environmental Psychology, 22(4), 333-344.

Wang Xiangzi, Xue Wenhui, Chen Yixuan (2005). Discussion on the user's motivation and satisfaction of riverside recreational space-taking Balihe Bank as an example. The 7th Recreation, Recreation, and Sightseeing Academic Seminar-Recreation Behavior (page 74-86), Taichung: Outdoor Recreation Society of the Republic of China.

Wang Xiaolin (1994), Study on the Landscape Ecological Evaluation Method of the Location Suitability of Recreational Activities on Slopes, Outdoor Recreation Study, 7(1), 49-80.

Wu Mingfeng (2011). Study on the influence of farmers' intention to invest in organic agriculture (unpublished doctoral dissertation). Institute of Public Affairs Management, Sun Yat-sen University, Kaohsiung City.

Xin Liping (2010). Exploring the continuous use behavior intention based on the perceived value of online community users: Take Facebook as an example. Master's thesis (unpublished master's thesis), Department of Information Management, Chung Hwa University, Hsinchu.

Xu Jinlong, Guo Youxiang (2010). Study on user software conversion behavior intention based on innovation diffusion theory and planned behavior theory. E-business management theory and practice seminar. 178-186.

Zhang Jiahao (2011). The impact of perceived risk, information abundance, cognitive ease of use, and cognitive usefulness on attitudes towards online ordering of organic agricultural products (unpublished master's thesis). Department of Business Administration, Donghua University, Hualien.

Zhang Peirong (2008). Factors affecting consumers' online purchase of organic fruits and vegetables (unpublished master's thesis). Institute of Public Affairs Management, Sun Yat-sen University, Kaohsiung.

Zhang Zhenyuan and Wang Kai (2012). Integrating practicality, hedonicity and community identity to construct a study on the attitude measurement model of social websites. Journal of Information Management, 19(2), 275-313.

Zinnah, M. M., Compton,J. L., & Adesina, A. A. (1993). Study extension - farmer linkages within the context of the generation, transfer and adoption of improved mangrove swamp rice technology in West Africa. Q .J. Int. Agric, 32, 201-211.