

# An Empirical Study on the Online Shopping Intentions of Fresh Agricultural Products Consumers through Guiyang Online Shopping Platforms

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**Abstract:** With the continuous progress of science and technology and the improvement of people's living standards, online shopping has become an indispensable part of people's lives. Fresh food e-commerce in Guiyang, as a new shopping experience, began to attract consumers' attention due to numerous influencing factors. The research objective of this study was based on the analysis of Guiyang consumer buying intention based on consumption expectation, personal consumption characteristics, perception of online shopping, and perception of fresh food e-commerce website quality. It provided respective suggestions for the improvement of fresh agricultural product operations.

**Keywords:** Online Shopping Intentions; Fresh Agricultural Product Consumer; Online Shopping Platforms

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## 1. Introduction

Fresh products are indispensable in people's daily life, and fresh food e-commerce has excellent potential for development. Online shopping for fresh food brings great convenience for working people, saving supermarket shopping and queuing for checkout time. In their leisure time, they can use mobile phones and other mobile terminals to make purchases, especially the appearance of some APPs. Yi; & Yi. (2015)<sup>[1]</sup> have studied the influence of WeChat on online consumer shopping. There is relatively little domestic research on consumer willingness to buy fresh agricultural products online. Even if there is research on the factors affecting consumer willingness, it is only about some traditional products, such as clothing, books, and electronic products. The factors that influence consumers' online shopping intentions mainly use empirical research methods on consumer expectations, perceptions of online shopping of fresh agricultural products, consumers' perception and evaluation of online shopping, and fresh agricultural products detailed analysis of the characteristics. Fresh food e-commerce and online fresh food shopping research have increased in recent years. Fresh food e-commerce has excellent potential for development. The development of fresh food e-commerce cannot be separated from consumers. Therefore, the influence of consumers' online shopping willingness factors in this area is indispensable.

## 2. Theoretical Basis

### 2.1 Research setting for consumer expectation

According to the study by Krunal: et al. (2018)<sup>[2]</sup>, sustainable marketing strategies were the key to attracting consumer expectations as consumers expect companies to adopt sustainable strategies for what they look for. Although there would be a gap between business sustainability practices and consumers' expectations, key issues such as distribution efficiency, product price, product freshness, and product quality and safety would need to be considered.

### 2.2 Research setting for personal consumer characteristic

The study by He; et al. (2019)<sup>[3]</sup> examined the key factors influencing Chinese consumers' purchasing behavior of eco-friendly food in China and adopted the Responsible Environmental Behaviour (REB) theory for testing the psychosocial factors influencing the purchase intention of food buying. The result showed that personal characteristics significantly influence buying intention when consumers have substantial control of individual needs. Their way of dining, cooking frequency, need for internet convenience, selection of online shopping methods, and own online shopping experience would affect buying intention, perceived usefulness, perceived ease of use, and usage attitude.

### 2.3 Research setting for consumers' perception of the quality of fresh food e-commerce website

The study by Mirosa; et al. (2020)<sup>[4]</sup> examined food safety as the key concern for Chinese consumers when searching for food buying through website services.

### 2.4 Research setting for consumers' perception of online shopping

The study by Wang and Somogyi (2018)<sup>[5]</sup> supported the fourth stage of this research by exploring the impacts of innovation-adoption characteristics on Chinese consumers' adoption of online food shopping. Most Chinese consumers prefer to see the perceived usefulness, ease of use, and risk-free shopping through online food shopping.

## 3. Understanding the Study on the Online Shopping Intentions of Fresh Agricultural Products Consumers through Guiyang Online Shopping Platforms

### 3.1 Purchase Intention

Purchase intention refers to the possibility of consumers' willingness to take purchase behavior. To predict the behavior of consumers, it is necessary to understand their wishes of consumers. To expect consumers' online purchase of fresh agricultural products, it is essential to understand consumers' purchasing intentions.

### 3.2 Planned behavior theory

Rational behavior theory (TRA) regards people as reasonable people who can fully control their behavior. TRA assumes that people are either entirely rational or completely irrational, at two extremes, but in real life, people cannot wholly control themselves at their own will. People's behavior cannot be at the two extremes; external factors will inevitably affect them, especially in the online shopping environment for fresh agricultural products (Shao and Yin, 2019)<sup>[6]</sup>.

### 3.3 Crowd buying phenomenon

The phenomenon of herd purchase refers to the motive of buying specific goods influenced by other consumers and blindly following the trend, so it is also called imitating purchase motives. Consumers with such purchasing reasons have their purchasing motives generated under the reference group and social atmosphere.

## 4. The Conceptual Framework for the Research Study

First Domestic online purchase of fresh agricultural products is bound to be inseparable from consumers, and consumers' characteristics directly affect consumers' willingness to purchase fresh agricultural products online. In addition, according to the theory of rational behavior, consumers' attitudes are decisive for their behavioral desires. Therefore, this article constructs a theoretical model from consumer characteristics and cognition.

Second Whether online shopping or traditional shopping methods, consumers hope that the final agricultural products they buy can meet their own needs. In the conventional form of shopping, consumers can see and touch physical objects. If they meet the needs of consumers, they can choose and then pay. For fresh agricultural products, payment is required after placing an order, and then the physical effects can be seen within a certain period. Therefore, consumers who purchase fresh agricultural products online will have higher expectations.

## 5. The Countermeasures for the Study on the Online Shopping Intentions of Fresh Agricultural Products Consumers through Guiyang Online Shopping Platforms

### 5.1 Online shopping intention

It is the degree to which a consumer is willing to buy a product through an online store or platform.

### 5.2 Fresh agricultural product consumer

The consumer purchases fresh vegetables, fruits, aquatic products, poultry, and meat products.

### 5.3 Online shopping platform

An online selling platform can be an e-commerce site that allows individuals and companies to create profiles and publish their products online.

## 6. Conclusion

The finding of the analysis could offer a few suggestions to fresh farm food operators on how to utilize e-commerce by improving the way of convenience, shopping and shipping methods, shopping improvement, and shopper perception.

(1) Fresh food e-commerce enterprises should improve the website design. The perfection mentioned here mainly means that if consumers want to make online purchases, they must easily search for the products they want, conducive to stimulating consumers' interest in purchasing.

(2) Fresh food e-commerce websites should continuously improve service quality and ensure product quality. However, the conclusion drawn in this paper shows that service quality has no significant impact on consumers' purchase intention; service quality and product quality cannot be ignored. The service quality of fresh food e-commerce requires the e-commerce customer service to answer the questions raised by consumers in a timely and accurate manner.

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