

Research on the Internal Logical Relationship Between Rice Online Shopping and Online Marketing

Zhiyi Zhou

Yibin University, Yibin Sichuan, China 644000

Abstract: What are the obstacles between online rice shopping and online marketing? This study considers the hindrance factors from the factors of product and promotion, and finds that the 4P theory is the hindrance factor between rice online shopping and online marketing. Based on the 4P theory, the online shopping attitude of consumers and the marketing attitude of rice online merchants were investigated to find out the main factors affecting consumers' online rice purchase and the main factors affecting rice marketing by rice online merchants. Based on the above questionnaire survey, the correlation between the two is measured by using SPSS software, and the strength of the relationship between each element is found out, and a strategy is formulated based on this.

Keywords: Rice; Online shopping; Network marketing; Internal logic

Rice online shopping has become a common phenomenon, rice online merchants emerge in endlessly, and many rice physical stores have joined the ranks of online merchants. Whether it is the wholesale side, such as Alibaba, or the retail side, such as Taobao, Tao Te, Jingdong, etc., if you input rice into the search bar, there will be thousands of rice online stores. So, if rice online shopping and network marketing take a bridge, how should be built? What's standing in the way? Based on such concerns, this study focuses on the internal logical relationship between rice online shopping and online marketing. Based on the 4P theory, this study investigates the attitude tendency of rice online shopping consumers and sellers respectively to find out the main influencing factors of the two, and uses SPSS for correlation measurement to find out the degree of influence between various factors and formulate strategies. The purpose of this study is as follows:

The first research purpose of this study is to assume that the obstacle factors between rice online shopping and online marketing are related to the 4P theory. Based on the 4P theory, questionnaires are issued respectively to investigate the attitude tendency of rice online shopping consumers and sellers, and find out the main influencing factors.

The second research purpose of this study is, based on the first research purpose, to use SPSS to measure the correlation between the two main influencing factors, find out the degree of correlation between each factor, and formulate strategies according to the correlation.

1. Theoretical basis and hypothesis

1.1 Assumptions of this study

The main purpose of this study is to study the internal logical relationship between rice online marketing and online shopping. By analyzing the main impediments between rice online marketing and online shopping, it is found that products, pricing, channels and other factors have important influences, so it is assumed that the main influencing factors are related to the 4P theory. Based on the 4P theory, questionnaires were issued to investigate rice online shoppers and online sellers respectively, to find out the main influencing factors, and measure the strength of the correlation between the two main influencing factors. By comparing the strength of the correlation of each factor, strategies were developed, so as to study the logical relationship between rice online shopping and online marketing.

1.2 The 4P theory

4Ps marketing theory actually studies marketing problems from the perspective of management decision. From the perspective

of management decision-making, the factors (variables) that affect the marketing activities of enterprises can be divided into two categories: one is the uncontrollable factors of enterprises, that is, the market that marketers themselves cannot control; Marketing environment, including micro environment and macro environment; The other is controllable factors, namely products, trademarks, brands, prices, advertisements, channels, etc. that marketers can control themselves. 4Ps is the inclusion of various controllable factors:

ProductStrategy mainly refers to the way that an enterprise achieves its marketing objectives by providing a variety of tangible and intangible products suitable for consumer needs to the target market. It includes the combination and application of controllable factors related to the product, such as variety, specification, style, quality, packaging, characteristics, trademarks, brands and various service measures.

Pricing Strategy mainly refers to the combination and application of controllable factors related to pricing, such as basic price, discount price, allowance, payment term, commercial credit and various pricing methods and pricing techniques.

Placing Strategy mainly refers to the placing strategy which refers to the combination and application of controllable factors related to distribution, such as channel coverage, commodity circulation links, intermediaries, network setting, storage and transportation, etc., by means of appropriately choosing distribution channels and organizing commodity physical circulation

Promoting Strategy mainly refers to the way in which an enterprise realizes its marketing goal by stimulating consumers' purchase desire and promoting product sales through various information communication means, including the combination and application of controllable factors related to promotion, such as advertising, personnel promotion, business promotion, and public relations.

The combination of these four marketing strategies is often called the "4P's" because they all start with a "P" in English.^[1]

1.3 Product quality theory

Product quality refers to the sum of the characteristics and characteristics of a product to meet the specified needs and potential needs. Any product is manufactured to meet the needs of users. For product quality, whether simple product or complex product, it should be described by product quality characteristics or features. The quality characteristics of products vary according to the characteristics of products, and the performance parameters and indicators are various. The quality characteristics that reflect the needs of users can be summed up in six aspects, namely, performance, life (namely durability), reliability and maintainability, safety, adaptability, and economy.^[2]

2. Li Literature review

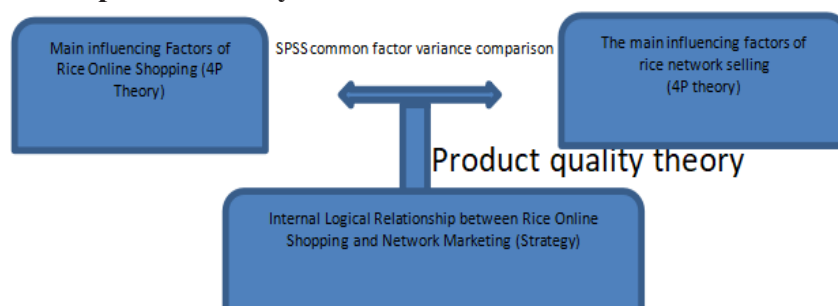
As for the research on rice online shopping, Su Xiumei (2014) took organic rice as an example to study the influencing factors of online buying of organic agricultural products, and concluded that the perception of the benefits of organic agricultural products and the characteristics of online shopping channels would have an impact on consumers' online buying behavior of organic agricultural products. Based on this, she put forward corresponding opinions and suggestions for online marketing enterprises of organic agricultural products.^[3]

As for the research on rice online marketing, Wei Fang (2019) studied the high-quality development and brand building of green rice online marketing, and focused on exploring the measures to promote the high-quality development and brand building of green rice online marketing in the new era.^[4] Yang Haiyang (2018) selected Heilongjiang rice as the research object and adopted the grounded theory as the research method to build the influential factor model of Heilongjiang rice network marketing, in order to provide effective ideas and methods for the network marketing decision-making of Heilongjiang big secret industry.^[5]

The above studies explored influencing factors and countermeasures from the perspective of online shopping and online marketing respectively. Based on the above studies, this study took 4P theory as a bridge to explore the internal logical relationship between online shopping and online marketing for rice, find out their differences and connections, and formulate strategies.

3. Research Content

3.1 Research ideas and maps of this study



3.2 Correlation measurement of major influencing factors between rice online merchants and online consumers based on SPSS

① Common factor variance extraction of consumer influence factors for rice online shopping

KMO and Bartlett tests		
KMOsampling appropriateness measure.		528.
	Approximate chi-square	906.571
	Degree of freedom	231
Bartlett's sphericity test	significance	.000

Common factor variance Initial extraction

Q2_ When you buy long grain rice online, what are your requirements? _ Good taste 1.000 0.619 ; Q1_ What kind of rice do you like? _ Brand Rice 1.000 0.725; Q9_ When you buy long grain rice online, what price can you accept? 1.000 0.812; What kind of rice do you like? _ Farm rice 1.000 0.758; What kind of rice do you like? _ Round grain Fragrant Rice 1.000 0.683; Q7_ (multiple choices) When you shop for rice on Taobao series platforms, which of the following platforms do you usually choose? _ Taut 1.000 0.765; What kind of rice do you like? _ Long Grain Fragrant Rice 1.000 0.715; When you buy rice online, what platform do you shop on? _ JD series platform 1.000 0.552; Q5_ (multiple choices) What are your requirements for buying farm rice online? _ No preservatives 1.000 0.601; Q3_ (multiple choices) When you buy round fragrant rice online, what are your requirements? _ Good quality 1.000 0.709; Q3_ (multiple choices) When you buy round fragrant rice online, what are your requirements? _ Good form 1.000 0.530 ; Q3_ (multiple choices) When you buy round fragrant rice online, what are your requirements? _ Good taste 1.000 0.671; Q4_ (multiple choices) When you buy brand rice online, what are the requirements? _ As long as the brand can be 1.000 0.636; Q4_ (multiple choices) When you buy brand rice online, what are the requirements? _ Traditional old brand 1.000 0.550; Q5_ (multiple choices) What are your requirements for buying farm rice online? _ No flavor added 1.000 0.506; Q7_ (multiple choices) When you shop for rice on Taobao series platforms, which of the following platforms do you usually choose? _ Taobao 1.000 0.628; Q7_ (multiple choices) When you shop for rice on Taobao series platforms, which of the following platforms do you usually choose? _ Alibaba 1.000 0.623; Q8_ (multiple choices) When you buy rice from JD series platforms, which of the following platforms do you usually choose? _ Jingdong Mall 1.000 0.705; Q8_ (multiple choices) When you buy rice from JD series platforms, which of the following platforms do you usually choose? _ JD.com Special Edition 1.000 0.667; Q8_ (multiple choices) When you buy rice from JD series platforms, which of the following platforms do you usually choose? _ Other joint platforms 1.000 0.783; Q13_ When you buy rice online, are you satisfied with the customer service? 1.000 0.687; When you buy rice online, are you satisfied with the description and recommendation of the customer service? 1.000 0.633

Based on the 4P theory, this study conducted a survey of rice online shoppers in China. The questionnaire data were valid. Through data coding, SPSS was used to extract common factor variance, and the results were as follows:

First of all, KMO is greater than 0.5, which is suitable for factor analysis. By extracting the factor component with original cumulative rate of variance of common factor greater than 0.5, it is found that consumers tend to choose Jingdong online shopping platform for rice shopping. The online shopping of farm rice requires no preservatives and no flavor, and the online shopping of round grain rice requires good quality, good shape and good taste. Their brand loyalty to brand rice is not very high. Alibaba and Taobao are the main online shopping platforms for pottery platform rice, and they attach great importance to the customer service attitude when they buy rice online

(2) Common factor variance extraction of rice network business attitude tendency

KMO and Bartlett tests		
KMOsampling appropriateness measure.		.642
	Approximate chi-square	831.651
	Degree of freedom	105
Bartlett's sphericity test	significance	.000

Common factor variance Initial extraction

Q1_ What type of rice do you sell online? (Multiple choice)_ Round Grain Fragrant Rice 1.000 0.752; Q1_ What type of rice do you sell online? (multiple choice)_ Farm Rice 1.000 0.447; If you are a long grain rice online seller, what are the characteristics of the long grain rice you sell? _ Grain full 1.000 0.615; If you are a round grain rice online seller, what are the characteristics of the round grain rice you sell? _ Strive to look good 1.000 0.515; Q4_(multiple choices) If you are a brand rice seller, what are the characteristics of the brand rice you sell? _ Strive for greater brand influence 1.000 0.569; If you are a seller of farm rice, what are the characteristics of the farm rice you sell? _ Add a small amount of preservative 1.000 0.813 for moisture protection; If you are a seller of farm rice, what are the characteristics of the farm rice you sell? _ Add a small amount of fragrance 1.000 0.801 for a slight taste; Which platform would you like to sell your rice products on? _ JD series platform 1.000 0.471; Which platform would you like to sell your rice products on? _ Pinduoduo Series platform 1.000 0.699; Q7_ What price do you expect when selling long grain rice? 1.000.868; Q8_ What price do you expect when selling round grain rice? 1.000 0.676; Q9_ What price do you expect when selling branded rice? 1.000.679; Q10_ What price do you expect when you sell farm rice? 1.000 0.607; Q11_ When you sell rice online, are you satisfied with the attitude of your customers when you approach them? 1.000 0.815; Q12_ When you sell rice on the Internet, do you understand the customer's description of the rice product you want? 1.000 0.809

Based on the 4P theory, this study conducted a survey on rice online merchants in China. The questionnaire data were valid. Through data coding, SPSS was used to extract common factor variance, and the results were as follows:

It can be concluded from the above survey that KMO is greater than 0.5, which is suitable for factor analysis. It can be concluded from the original cumulative rate of variance of the common factor that, when selling rice, rice online merchants tend to sell round grain fragrant rice. Among them, sellers of long grain fragrant rice focus on selling rice with full grains, sellers of round grain fragrant rice attach great importance to appearance, and sellers of brand rice attach great importance to brand influence. Farm rice sellers are the most difficult to sell rice, to consider the flavor and preservatives, the general rice sellers tend to sell rice in Pinduoduo, and very concerned about the price, and communication with customers is a big topic when they sell rice.

4. Research on internal integration strategy of rice online shopping and network marketing

By comparing the attitudes of online rice merchants and consumers towards online rice marketing and online shopping, the differences are as follows: rice sellers tend to sell rice on Pinduoduo series platforms, while online rice consumers tend to buy rice on Jingdong platform and Tao platform, indicating that there is ambiguity between online rice merchants and consumers in choosing online rice platforms. Different emphasis is placed on different types of rice. Farmers' rice sellers will add preservatives in order to taste better, while consumers who buy rice online tend to prefer rice without preservatives, which indicates that the sellers do not really understand the real needs of farmers' rice online shoppers. Round grain rice sellers pay too much attention to the appearance, but do not pay too much attention to the taste and quality of rice online consumers attach great importance to these, the sales of long grain rice and online shopping also have the same problem, indicating that sellers ignore consumers' demand for quality. Brand rice sellers attach great importance to brand influence, but the brand loyalty of rice online shoppers is not very high, which also exists in the sellers' neglect of quality. Customer service communication is both concerned about the subject. It can be concluded that improving product quality can improve the barriers between rice online shopping and online marketing, so the internal integration strategy of rice online shopping and online marketing is formulated from the theory of product quality.

Based on the product quality theory, the following strategies are obtained: When selling rice, online rice merchants should not only pay attention to the appearance and brand, but also pay attention to the quality and taste of rice; Farmers' rice sellers should drop their prejudices about consumer demand and sell flavor-free rice. Branded rice sellers should focus more on product quality; The rice online merchants should comprehensively layout the rice sales online platform, covering the choices of all online rice shoppers. Actively train rice customer service, promote rice online sales communication; Rice should be priced reasonably.

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