

# Study on Influencing Factors of Consumers' Online Purchase Intention of Fresh Foods in Chengdu, Sichuan

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**Abstract:** This study aims to investigate the factors influencing consumers' intention to purchase fresh food online in the Chengdu area of Sichuan province, China. The research focuses on examining the impact of perceived value, consumer expectations, and cognitive attitudes on consumers' purchasing intention. A survey was conducted among a sample of consumers in the region, and data were analyzed using statistical techniques, including regression analysis. The findings suggest that perceived value, consumer expectations, and cognitive attitudes significantly influence consumers' intention to purchase fresh food online. The results of this study provide valuable insights for online fresh food retailers in understanding the factors that drive consumers' purchasing intention and can help formulate effective marketing strategies to attract and retain customers in the competitive online food market.

**Keywords:** online fresh food purchase; consumer intention, perceived value; consumer expectations; cognitive attitudes

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## 1. Research background

China's industrialization has been basically completed. At present, it ranks first in the world in terms of scale and comprehensiveness. The next decade will be a decade of rapid agricultural development in China and a decade of agricultural development in China. The importance of fresh food industry is self-evident. Judging from the anti-monopoly requirements of the government and people's livelihood projects, the fresh food industry must be a hundred schools of thought in the future, not a unique one, so as to meet the market demand. According to industry statistics, the fresh retail market in China will exceed 5 trillion yuan in 2020, and it is expected to reach 6.8 trillion yuan in 2025. According to the Research Report on Instant Retail Industry in China in 2021 released by iResearch, with the upgrading of consumption, the domestic consumer market is characterized by a fast pace. During the epidemic prevention and control in COVID-19, consumers gradually developed online consumption and instant consumption habits, which accelerated the development of instant retail. Behind the rapid development of instant delivery is the huge demand of consumers, especially young people<sup>[1]</sup>.

## 2. Research objectives

2.1 Analyze the influence of fresh food consumers' online purchase intention.

2.2 By studying the influence mechanism among three factors: perceived functional value, perceived emotional value and perceived social value.

2.3 According to the statistical analysis of the collected data and the comparison of the influence degree of each factor, the paper makes targeted suggestions and references to enhance consumers' willingness to buy online fresh products, and provides highly referential opinions for fresh food enterprises in fresh food marketing.

## 3. Research scope

### 3.1 Meaning and value

On the theoretical level: This study, based on the existing literature, analyzes the influencing factors of fresh food consumers' online purchase intention from the perspective of online purchase of fresh food, and constructs a model of influencing factors that can fully reveal the online purchase intention of fresh food consumers, which is helpful to enrich the related literature of perceived value theory and transaction cost theory.

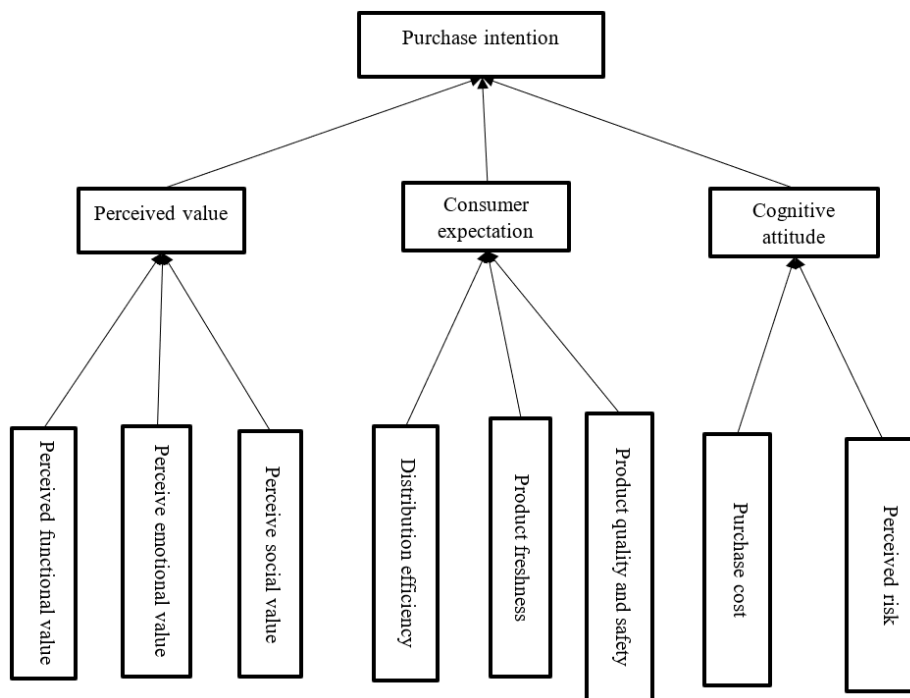
In terms of actual value, fresh agricultural products, as necessities of life, have their particularity compared with other kinds of com-

modities, so the sales growth rate and market share are relatively low. However, the number of consumers buying fresh agricultural products online has increased year by year. From the perspective of enterprises, how to improve consumers' willingness to buy fresh agricultural products online is the focus of their attention.

### 3.2 The regional population characteristics of the study

The population sample studied in this paper comes from Chengdu, Sichuan, and takes consumers in Chengdu, Sichuan as the research object. According to age, gender, work situation and living area, consumer groups made targeted questionnaires, collected questionnaires through online social media such as WeChat, Xiaohongshu and offline interviews, and investigated the influencing mechanism of fresh food consumers' online purchase intention.

## 4. Conceptual framework of research



## 5. Theoretical basis

### 5.1 Perceived value theory

In 1954, Peter F. Drucker It is pointed out that what users buy and consume is not products or services, but value<sup>[2]</sup>. This view emphasizes that the essence of users' consumption is not based on the products or services themselves, but the value that users can feel from the products or services of enterprises, which is the fundamental reason for users' consumption, and it is one of the earliest scholars involved in the idea of users' perceived value. Xing Xiaoke (2021) based on social influence theory and stimulus response theory, established a theoretical model of reference groups and consumers' willingness to buy fresh fruits online, and took perceived value as an intermediary variable and self-construction as a moderator variable, to explore and analyze the main effect of reference groups on consumers' willingness to buy fresh fruits online, the intermediary effect of perceived value and the regulatory effect of self-construction<sup>[3]</sup>.

### 5.2 Purchase Intention Theory

Liu Juan (2017) analyzes the influence of various influencing factors on consumers' purchase intention, and conducts factor analysis on consumer expectations, consumers' personal characteristics, consumers' perception of the quality of fresh e-commerce websites, consum-

ers' online shopping perception and consumers' purchase intention<sup>[4]</sup>. Zhang Kang (2018) takes the perceived quality of fresh agricultural products, perceived quality of logistics service, purchase cost and perceived risk as the antecedent variables of consumers' attitude from the perspectives of consumers and e-commerce platform, among which perceived quality of fresh agricultural products and perceived quality of logistics service are the factors of e-commerce platform; Purchase cost and perceived risk are the influencing factors of consumers<sup>[5]</sup>.

## 6. Conclusion

First of all, product quality and safety are the most important factors that affect consumers' purchase of online fresh products. Consumers are more inclined to choose brand products with credibility and quality assurance to ensure the safety and quality of food. Therefore, for online platforms and businesses, it is necessary to choose a more technologically advanced supply chain, especially for fresh goods, which has higher requirements for the supply chain, so it can also promote the development of manufacturers, fresh storage, fresh transportation and other related aspects.

Secondly, price and promotion activities have a significant impact on consumers' purchase intention. Reasonable prices and preferential promotional activities can stimulate consumers' desire to buy. Therefore, fresh merchants can make targeted promotion and discount plans at various holidays or anniversaries, and the promotion activities are also a good opportunity to promote new customers, which has a positive impact on the sustainable development of the platform.

Convenience and delivery service are important motivations to promote consumers to choose online purchase. Saving shopping time and transportation costs, as well as convenient delivery service, can improve consumers' satisfaction with online fresh products.

Perceived value has a significant impact on satisfaction. The higher the user's perceived value, the higher the satisfaction will be, so consumers are more willing to choose continuous online purchase. Therefore, it is necessary to continuously optimize the platform, build brand value, analyze and investigate consumers' consumption tendencies in different periods, and formulate targeted response mechanisms to enhance consumers' viscosity.

To sum up, it is of great significance to understand the influencing factors of consumers' purchase of online fresh products for the development of online fresh market. Suppliers and platform operators can attract more consumers to participate in the online fresh food market and promote the healthy development of the online fresh food market by optimizing product quality, pricing strategy, distribution service and user education. However, this study also has limitations, and future research can further expand the sample size and further study more influencing factors, so as to enhance the comprehensiveness and accuracy of the study.

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