

Influencing factors of Chongqing consumers' willingness to buy foreign food

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Abstract: With the rapid development of globalization, people's interest and demand for foreign cuisine are increasing. It has become an important topic to study the purchase intention of foreign food. The purpose of this study is to explore the influencing factors of Chongqing consumers' willingness to buy foreign food. As one of the important cities in China, Chongqing has rich food culture. Understanding Chongqing consumers' willingness to buy foreign food is of great significance for food enterprises to formulate marketing strategies and improve product competitiveness. Through in-depth analysis of the factors that affect consumers' purchasing intention, we can provide targeted marketing suggestions for food enterprises and improve the competitiveness of products.

Keywords: Purchase Intention; Perceived Value; Brand Identity; Consumer Trust

1. Introduction

With the increase of tourism and cross-border communication, consumers' interest and demand for foreign food are growing. Foreign cuisine attracts many consumers with its unique taste and cultural characteristics. However, there are many influencing factors in consumers' purchasing decisions, such as price, quality and word of mouth. Therefore, it is of great significance to study consumers' willingness to buy foreign food and its influencing factors for food enterprises to formulate marketing strategies and improve product competitiveness. Although there have been some studies on consumers' willingness to buy foreign food at home and abroad, the specific situation in Chongqing is still relatively insufficient. Therefore, this study will focus on the influencing factors of Chongqing consumers' willingness to buy foreign food.

2. Research value and significance

2.1 Theoretical significance and value

By studying consumers' willingness to buy foreign food, we can deeply understand the factors behind consumers' preference for food and consumption behavior. This helps to understand consumers' needs and behaviors, and provides enterprises with more accurate market positioning and product promotion strategies. Consumer behavior research mainly focuses on consumers' preference and purchase behavior of local products and services. The study of Chongqing consumers' willingness to buy foreign food can expand the scope of the study, make up for the blank of the research on the consumption behavior of non-local products, and is of great significance to improve the consumer behavior theory. Studying consumers' willingness to buy foreign food can analyze the influence of regional factors on consumers' behavior, understand the preferences and consumption habits of different regions for food, and provide reference for cross-regional marketing and product promotion.

2.2 Practical significance and value

According to the research results, enterprises can understand the demand degree and consumption psychology of Chongqing consumers for foreign food, formulate relevant marketing strategies, develop products that meet consumer demand, and further tap the market potential to achieve market growth. Chongqing has a rich local food culture. Studying Chongqing consumers' willingness to buy foreign food can promote local economic development, attract more tourists and investors to Chongqing, and promote the prosperity of the food industry. It is of positive significance to the development of local economy. By understanding Chongqing consumers' willingness to buy foreign food, enterprises can better meet consumers' needs, provide more diversified and high-quality food choices, and enhance consumers' consumption experience and satisfaction.

3. Theoretical basis

3.1 Purchase intention

Purchasing intention refers to consumers' inclination and willingness to a commodity or service in a market economy, that is, they are willing to pay a certain price to get the required commodity or service. The measurement of purchase intention can be carried out by market research and consumer behavior analysis. Li Hongxia (2023) made a detailed study on the cause and effect of purchase intention on the basis of summarizing and analyzing the existing studies, and found that purchase intention was influenced by "perceived value"^[1]. In the empirical study of Liu Qi (2023), it is found that the purchase intention is also influenced by the consumer trust^[3].

3.2 Perceived value

Perceived Value refers to the comparison between the relative benefits that consumers feel for products or services and their efforts. In the empirical study of Wang Min (2021), perceived value is influenced by "service value" and "economic value"^[2], so this paper draws up service value and economic value as influencing factors of perceived value.

3.3 Brand identity

Río(2001) defined Brand Identity as the consumer's perception, feeling and evaluation of the psychological state belonging to a particular brand, which is a concept from sociology and psychology^[4]. Pan Haili and Huang Minxue (2017) believe that identity is a process in which consumers internalize and integrate the external image of the brand, which reflects the sense of belonging of customers^[5].

4. Research and conceptual framework of research

4.1 Purchase intention

People are often easily influenced by people around them to decide whether to buy a product or service. From the economic factors, price, income, employment and other economic factors will also have an impact on the purchase intention. Consumers may be more inclined to buy products with moderate prices, and are more likely to be tempted to buy high-priced products when the economic situation is better.

4.2 Brand identity

Identification is based on identity, while brand represents a specific identity. For consumers, brand represents a social group category related to self. Therefore, consumers with the same preferences will recognize the identity of the brand. This sense of identity will promote the communication and interaction between brands and consumers, and consumers and consumers, and positive interaction will promote consumers' behaviors inside and outside the role.

4.3 Consumer trust

Consumer trust refers to the degree of consumer trust in brands, enterprises or products. Consumer trust plays an important role in consumption decision-making and consumption behavior, which can make consumers more inclined to buy brands or products with high trust and establish long-term consumption relations.

5. Influencing factors of Chongqing consumers' willingness to buy foreign food

5.1 Consumer perception

There may be differences in Chongqing consumers' cognition of foreign cuisines. Some consumers may know little about the delicious food from other regions and the quality and taste of the products, so they may have doubts about buying.

5.2 Consumer experience

Buying foreign food may involve some buying motives. For example, some consumers may buy foreign food out of curiosity or pursuit of fresh experience, while others may buy it out of their love for specific regional culture and food.

5.3 Price and Promotion

Price and publicity are also important factors influencing Chongqing consumers to buy foreign food. Whether the price is reasonable, whether the promotion is in place and other factors will have an impact on consumers' willingness to buy.

6. Conclusion

In the research framework of this paper, based on the core concept of "purchase intention" and based on the framework of perceived value, brand identity and consumer trust, this paper studies Chongqing consumers' purchase intention of foreign food, collects data through questionnaire survey and analyzes it to verify the hypothesis put forward. According to previous scholars and documents, it is roughly predicted that perceived value, brand identity and consumer trust have a significant positive impact on Chongqing consumers' purchase intention. Service value and economic value have a significant positive impact on perceived value, brand origin effect and consumer cognitive experience have a significant positive impact on brand identity, and acquaintance word-of-mouth has a significant positive impact on consumer trust.

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