

# Influence Factor of Consumers' Willingness to Choose Local Agricultural Products Consumption Channels in Yinchuan City, Ningxia

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**Abstract:** With the rapid development of the Internet, the circulation channels of all walks of life have undergone tremendous changes. The Internet + agricultural products are becoming more and more deep, and the circulation channels of agricultural products are also growing and subverting the traditional model. Agricultural production is a mode of production formed by farmers with the season and local topography. Spring ploughing and autumn harvest, and what kind of terrain is suitable for crops, are not changed by the will of farmers. Therefore, the agricultural production is restricted by nature, and the seasonal production is obvious. Previous farm circulation mode is single, from vegetable to vegetable market traditional offline sales model, with the rapid development of the Internet, the traditional offline mode gradually developed into the combination of offline and online, small program community group, supermarket distribution home, etc., all kinds of innovation, humanized design, personalized service, diversified circulation mode. Agricultural products channels will only be more and more refined, diversified development.

**Keywords:** Consumption Channel Choice Willingness; Agricultural Products

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## 1. Background

With the acceleration of China's agricultural modernization, the consumption of agricultural products also shows a momentum of rapid development. From the perspective of modern market demand, for consumers who buy agricultural products, they not only pay more attention to the price, quality, appearance characteristics, brand and additional services, but also begin to pay more attention to the nutrients of agricultural products. Under the current social situation, with the rapid improvement of agricultural resources and agricultural production capacity, the contradiction between production and marketing of agricultural products is becoming more and more prominent, which restricts the improvement of agricultural industry's ability to resist market danger and farmers' production and income. On the one hand, farmers keep a large number of agricultural products at low prices, while on the other hand, urban people complain that they cannot eat cheap fruits and vegetables. Agricultural products "unsalable, difficult to sell, buy expensive" cycle again and again concentrated staged.

## 2. Research objectives

Analyze the impact of consumers' willingness to choose local agricultural products consumption channels on the economy.

Explore the influence mechanism between several groups of factors.

According to the statistical analysis results, compare the importance of each factors, formulate targeted suggestions to improve consumers' willingness to choose local agricultural products consumption channels, and provide highly reference opinions for enterprises to optimize the optimization of agricultural products channels.

### 3. Range of study

#### 3.1 Significance and value

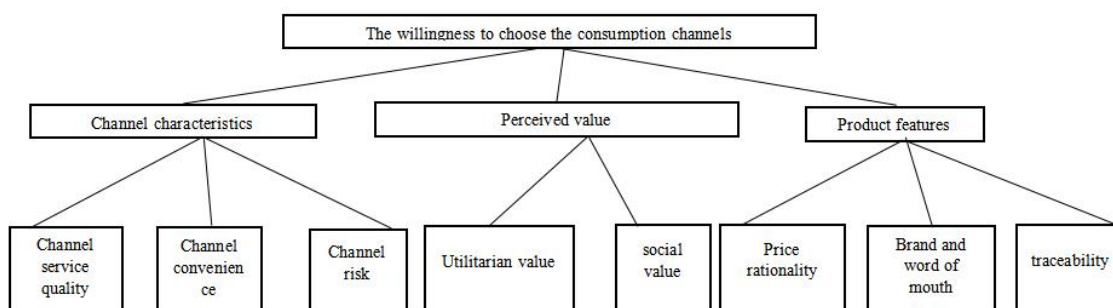
In terms of the theoretical value. This study on the basis of classic literature at home and abroad, with consumption channel choice will as the perspective, explore consumer local agricultural consumption channel choice willingness, influence factors, build a can fully reveal the influence factor model of consumer local agricultural consumption channel choice willingness, help to enrich channel expansion theory, transaction cost theory, perceived value theory, enrich and enrich the existing channel expansion theory, transaction cost theory, perceived value theory.

In terms of real value. This study clarifies the influencing factors of consumers' willingness to choose local agricultural products consumption channels, so that the existing enterprise operators can better meet the market demand, and provide theoretical support for enterprises to optimize agricultural products channels and marketing of agricultural products. This will help to enrich and enrich the existing channel expansion theory, the transaction cost theory and the value perception theory, and has a certain practical value for the agricultural products enterprises to optimize the agricultural products channel, the agricultural products marketing promotion strategy and obtain considerable economic benefits in their market.

#### 3.2 Regional demographic characteristics of the study

The population sample studied in this paper comes from Yinchuan, Ningxia, mainly with consumers in Yinchuan, Ningxia as the main body. The scope of sample collection is limited to Yinchuan area, and the influencing factors of consumers' willingness to choose local consumption channels of agricultural products are investigated.

### 4. The conceptual framework of the research



### 5. Theoretical principle

Chen Sumei (2015) took the data of Yangcheng Lake hairy crab, a typical geographical indication product, as an example to explore the channel selection of fresh agricultural products in geographical indication products, and concluded that the more consumers' attention to channel service quality, channel transaction cost, channel products and information richness, and product price tend to buy geographical indication products online; consumers pay more attention to channel convenience, channel risk and product freshness, and are more likely to choose offline channels. The research results of Zheng Zhiyi (2018) show that channel characteristics and product characteristics have a significant influence on consumers' channel selection willingness; consumers perceive value has positive influence on channel characteristics, product characteristics and consumers' channel selection willingness, with utilitarian value being fully intermediary and social value. The results of Peng Cairong (2018) show that channel characteristics and product characteristics have a significant impact on consumers' willingness to choose green agricultural products channels, Among them, the channel value characteristics and product characteristics are of positive influence, Channel risk characteristics are the reverse influence; Consumers' perception of value has a positive intermediary role on channel characteristics, product characteristics and consumers' willingness to choose green agricultural products channels, Among them, the utilitarian value is a complete intermediary role, Social

value is a partial intermediary role; Consumer experience has a negative adjustment effect on channel value characteristics, product characteristics and consumers' willingness to choose green agricultural products channels, It has a positive adjustment effect on the channel risk characteristics and consumers' willingness to choose green agricultural products channels.

## 6. Correlation studies

Indrawan, Tackem, et al. (2018) In Indonesia, market channels play an important role in poultry meat and food safety. It explains the Indonesian consumers' choice of access to the poultry market and their concerns about food panic and food safety during consumption due to the outbreak of highly pathological avian influenza (HPAI).. Izquierdo et al. (2011) analyzed the most important economic factors that determine the distribution channel choice when booking travel services, using a structural equation analysis to compare different assumptions. Research shows that the main source of uncertainty in the stage leading to the choice of purchase channels is due to a lack of trust in the Internet. In this regard, corporate signals to mitigate information asymmetry help to generate trust in selected companies; however, they can not reduce either the risk differences between channels or the associated transaction costs. Furthermore, trust in the selected company indicates that buyers make reservations through channels that perceive the least risk.

## Conclusion

Channel characteristics: First of all, improve the channel service quality, improve consumer purchasing experience, and pay attention to consumer demand. Secondly, improve the channel convenience. Perceived value: First of all, brick-and-mortar store enterprises need to change their business thinking, keep up with the pace of the network economy era, and participate in the retail business competition in the new era. Secondly, enterprises need to expand the marketing channels of local agricultural products, increase offline retail outlets, make full use of the experience advantages of offline physical stores; develop online channels, including computer, mobile and TV and other new terminal sales methods, increase the choice of customer purchasing methods, reduce the time and energy costs paid in the purchase process, and improve customers' utilitarian value and social value perception.

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