

Research on the Influence Mechanism of Fresh Agricultural Products Consumers' Online Shopping Willingness: Take Baiyin Area of Gansu Province as an Example

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Abstract: In recent years, the rapid development of China's agricultural products e-commerce has been, which has established a fast channel between agricultural producers and consumers, which can not only better meet the needs of consumers, but also help improve the competitiveness of agricultural products, and will have a far-reaching impact on the transformation of agricultural production mode and rural economic development. "Rural development should adapt to the current new situation of upgrading the consumption structure of urban and rural residents, constantly improve the industrial chain, and provide a variety of products for urban and rural residents." Since the outbreak of COVID-19 in 2020, COVID-19 has shown a normal development mode. People stay at home, and fresh agricultural products have three meals a day are inseparable from fresh agricultural products. In this era of rapid development of Internet technology, there are still some problems in the development of fresh agricultural products e-commerce. Such as: fresh agricultural products by the environment, season, planting norms affected, fresh agricultural products can not achieve standardized management. Fresh consumption has the characteristics of strong rigid demand and short consumption cycle, coupled with China's large population base and large consumer demand, and the COVID-19 epidemic in 2020 makes the fresh industry become a breakthrough of consumption upgrading. Fresh market is different from ordinary vegetable markets: it provides a more comfortable shopping environment and better service. At the same time, there is also a burden of heavy operating costs.

Keywords: Fresh Agricultural Products; Consumers Online Shopping Willingness

1. Background

In today's society, with the rapid development of the Internet, online shopping has gradually replaced the traditional form of purchase, and people can buy it all without leaving their homes. With the development of e-commerce and cold chain logistics and the change and upgrading of how consumers buy fresh agricultural products, the online shopping supply chain of fresh agricultural products has become an important way for consumers to obtain fresh agricultural products easily and efficiently. The product quality of fresh agricultural products, the freshness degree and the promotion strength will affect the purchase willingness of consumers, and consumers' purchase intention will affect the profit level of supply chain node enterprises.

2. Investigate the goal

Analyze the impact of fresh agricultural consumers on the economy.

Explore the influence mechanism between several groups of factors.

Formulate targeted suggestions to improve consumers' online shopping willingness, and provide highly reference opinions for fresh agricultural products enterprises in the live broadcast marketing strategies, product quality and the live broadcast business environment improvement of fresh agricultural products.

3. Range of study

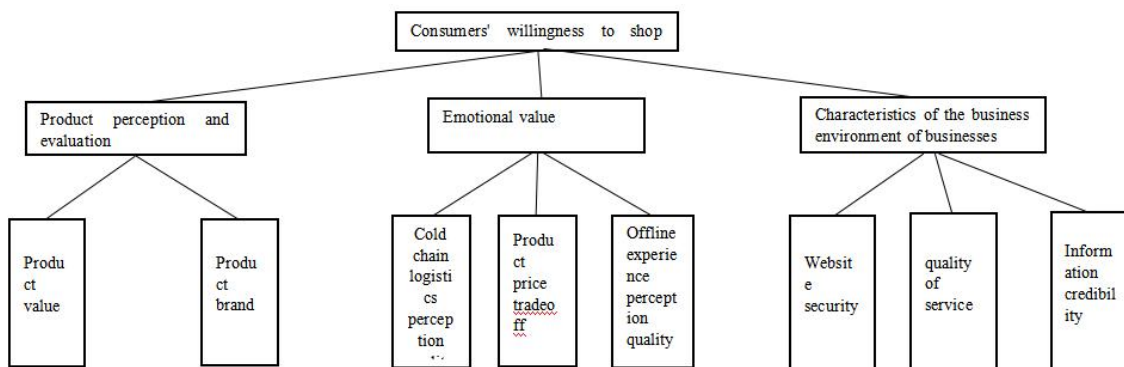
3.1 Significance and value

In terms of the theoretical value. This study on the basis of the classic literature at home and abroad, from the perspective of consumer shopping willingness, explore the influence factors of fresh agricultural products consumers online shopping willingness, build a can fully reveal the fresh agricultural products consumers online willingness influence factors model, help to enrich the perception value theory, trust theory of related literature, enrich and enrich the existing perceptual value theory, trust theory. In terms of real value. This study clarifies the influencing factors of fresh agricultural products consumers 'online shopping willingness, so that the existing fresh agricultural products enterprises can better meet the market demand, and provide theoretical support for consumers' willingness to shop online. This will help to enrich and enrich the existing perceptual value theory and trust theory, and has a certain practical value for the Internet marketing strategy of fresh agricultural products enterprises, consumers' willingness to improve online shopping and obtain considerable economic benefits in their market.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Baiyin area of Gansu Province, mainly in Baiyin area, with consumers as the main body. The sample collection category is limited to Baiyin area, and the influencing factors of the willingness of consumers to buy fresh agricultural products were investigated.

4. The conceptual framework of the research:



5. Theoretical principle

Wang Mengjie (2018) to representative fresh agricultural products —— zigui navel orange, for example, from the product perception and evaluation, online trust and service quality three aspects, build the fruit e-commerce consumer purchase intention influence factors model, the main analysis of product value perception, product brand, online information quality, online reputation, customer service quality and logistics service quality of consumer purchase intention. Chen Xiaohan (2021) draws the following conclusions: perceiving the quality of organic fresh agricultural products, the quality of offline experience, the quality of the new retail system and the quality of cold chain logistics all have a positive and significant impact on urban consumers' willingness to buy online. The regression results of Fu Boqun (2019) show that the perceived usefulness and perceived risk have passed the significance test; the quality of fresh agricultural products and business service quality failed the significance test. In view of the empirical analysis of the results, is proposed to strengthen the government supervision of fresh agricultural products electricity and guidance, improve the quality of fresh agricultural products, enhance the perception of fresh agricultural products consumer practicability, expand online fresh agricultural products propaganda and brand awareness, improve the online trading environment of fresh agricultural products, reduce the consumer online perception of fresh agricultural products risk and other countermeasures and suggestions.

6. Correlation studies

Balogh et al. (2015) chose the experimental method to quantify the willingness to buy the product. The survey was conducted through a personal and online questionnaire in northern Hungary. The results showed that Hungarian consumers considered the identification of certificates and access sources on the product as the most important factor. Hungarian consumers trust more in certified mangalitza products and products sold in butcher shops. G runert et al (2004) reviewed the existing consumers through the Internet purchasing tendency, explain the consumer willingness to buy food through the Internet factors, distinguish between media, products, consumers, enterprises and environment, put forward a plan behavior theory and lifestyle construction model, used to analyze the influence of consumers to buy food through the Internet.

Conclusion

Product perception: First of all, the own value of fresh agricultural products and their own attributes are the core of consumers' purchase. Secondly, the continuous deepening of agricultural industrialization and the gradual maturity of the consumer market, agricultural products processing enterprises through continuous innovation of channel system, strengthen brand building, improve product quality, to provide the public with more three-dimensional agricultural products consumption scene and faster, convenient, assured consumption experience. Emotional value: First of all, establish a healthy, orderly, green and transparent cooperative relationship to ensure the transportation safety of fresh agricultural products. Secondly, the original purpose of the new retail model is to meet the shopping needs of consumers, among which consumers are the core elements of the new retail model. In recent years, due to the progress of Internet technology and the popularization of e-commerce, businesses pay more attention to the differentiated needs of consumers.

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