A Study of the Online Food Community Marketing Strategy Affecting Sichuan Consumer Purchase Behaviour

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Abstract: Technology's dynamic advancement has shaped the Sichuan food and beverage industry. Today, the massive shift in the industry has resulted in consumers seeking readily accessible information. Various platforms, primarily social media, influence consumers' pre-purchase opinions before purchasing. This study focuses on consumers' purchasing behavior, specifically in Sichuan's food and beverage industry. Thus, this study examines the impacts of social media on consumers' purchasing behavior in an online food community marketing strategy. Therefore, this study has incorporated recently proposed factors, including E-WOM, social media and online community marketing, higher accessibility of information, and an online ordering system, stimulating the consumers' purchasing behavior in Sichuan. The three research objectives are; to analyze the online food community marketing strategy affecting the Sichuan consumer purchase behavior, to evaluate the technology of online food community marketing strategy in Sichuan, and to formulate the targeted marketing strategy for improving Sichuan consumer purchase behavior.

Keywords: Online Food Community Marketing Strategy; Sichuan Consumer; Purchase Behavior

1. Introduction

In the context of the information age, with the increasingly fierce competition in e-commerce, various image community marketing platforms emerge one after another. In terms of online food sales images, online video stores are trying to use food images to attract consumers' attention, primarily through visual Innovative food sales pictures designed and packaged, drive and promote the vigorous development of food e-commerce, allow small farmers to effectively connect with large markets, and become one of the modern marketing channels, which helps to ensure food supply, farmers' income, and help solve rural problems. This study takes the online food consumption behavior of the general public in Sichuan Province as the research object. Based on the online food sales pictures and the development status of the Internet, this study studies the level and dimension of the influence of food factors on purchase intention. At the same time, it explores the difference in the influence of food factors on the purchase intention of different groups of people. And study the relationship between the influence of food factors on purchase intention and purchase demand. Through research and analysis, the future development counts on the trend of food online consumption behavior of the general public in Sichuan Province, and how the community marketing strategy of food online sales pictures affects consumers' willingness to buy, analyze the advantages and disadvantages and put forward feasible suggestions.

2. Theoretical Basis

2.1 Theoretical Significance and Value

With the rapid development of the Internet food market, consumers' online shopping motivation is undoubtedly worth studying. However, little is known about how consumers choose their food preferences online through pictures and shopping behavior patterns in brick-and-mortar stores. With online shopping generating enough research interest, it is only now emerging to investigate the reasons for the boom in online food video stores. Based on a literature review, this study proposes a research model showing how food picture decoration cues induce consumers' emotional motivations, attitudes, attitudes, and behavioral

intentions. The purpose of this study is to analyze the online food consumption behavior of the public in Sichuan Province. The purpose is to explore the exposure information of decorative cues in food online sales pictures and how it affects consumers' emotional perception. Therefore, this study is expected to fill an important gap in the food display literature on Sichuan food online sales display.

2.2 Practical meaning and value

Practical implications: Various image manipulation methods have been used to enrich food displays. Previous studies on food presentation have mainly focused on media selection in interactive modes such as pictures and texts (such as 3D). It has been shown that media selection is insufficient to provide rich food information, especially for experiential attributes. However, some studies have begun investigating the impact of picture details on consumer responses. The facts behind these display methods for picture visual design artifacts (i.e., picture decorative cues) have not been explored in sophisticated ways, especially for food purchases. Therefore, it is necessary to gain an in-depth understanding of the impact of picture visual design food on the success of buying electronics in the retail space. The online food consumption behavior of the general public in Sichuan Province will be of great significance to how the food picture social platform makers attract and retain users and enhance their competitiveness in the industry.

3. Understanding the Online Food Community Marketing Strategy Affecting Sichuan Consumer Purchase Behaviour

3.1   Internet Shopping Pattern

Bodur; & Brinbery. (2000) [1] expressed: 1. Traditional e-commerce model: Meituan Takeaway, Ele. Me, Dianping, Taobao, Tmall, JD.com, and other traditional e-commerce platforms have rich online food, a lot of content, and flooded image marketing. Shopping here can get a lot of coupons, enough to entice you. 2. Social e-commerce mode: In this mode, you can buy products with friends at a relatively low price, which is more flexible than traditional e-commerce to connect with the local market, and the price after receiving coupons and placing an order is lower because, in this model, some e-commerce platforms and businesses mainly use social media so that more people can buy for benefits. To achieve the goal of small profits but quick turnover, the typical platforms are primarily local food sales platforms and self-media food sales platforms, etc.

3.2 Technology Acceptance Model

Davis (1989) [2] used rational behavior theory to study a model of user acceptance of information systems, the original purpose of proposing a technology acceptance model is to explain the determinants of the widespread acceptance of the Internet. The Technology Acceptance Model offers two main determinants: Perceived usefulness, which reflects the degree to which a person believes that using a specific system improves his job performance; Perceived ease of use, reflecting how easy a person finds a particular approach to use. There are two primary theoretical sources of the technology acceptance model.

3.3 Perceived Risk Theory

Budimir. (2011) expressed that the original concept of perceived risk is derived from psychology; any purchase behavior of consumers may not determine whether the expected results are correct, and some may make consumers unhappy. Therefore, consumers' purchasing decisions imply uncertainty about the outcome, which is the original concept of risk. Perceived risk is the variability in the potential outcomes of the goods or services consumers purchase when shopping.

4. The Conceptual Framework for the Research Study

4.1   Community Marketing

Community marketing means interacting with existing consumer groups in a specific area. Most other areas of marketing revolve around winning new customers, new leads, and new sales. However, community marketing is a strategy that primarily focuses on listening to your regular customers and meeting their needs.

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Burke (2002) [4] discussed customer purchasing behavior has the uncertainty of outcome so that customers will have negative feelings, and it is recommended to put the perceived risk separately for further research. The research results show that perceived risk is the psychological activity of consumers' purchase decisions. On the one hand, it is difficult to predict the decision result. On the other hand, they are worried about the possible losses caused by making a wrong decision, thus forming the initial definition of risk. With the deepening of research, perceived risk is defined as the customer's perception of the nature and degree of risk in purchasing decisions. When the customer's subjective judgment cannot guarantee the expected goal, there is a personal perception of risk characteristics and severity. There is a perceived risk. This research definition has become the consensus of most scholars, so this paper also adopts this relatively mature concept as the concept of the perceived cost of research objects.

6. Conclusion

Although the study is under the online food consumption behavior of the general public in Sichuan Province, food cues in the marketing strategy of the picture community are the focus of this study, but to examine the effect of other forms of picture design food, such as the coordination effect between leading food and complementary food, would be helpful. Future research should conceptualize other important food cues and develop new scales. Second, the influence of food cues was examined in the main tasks of the food shopping environment, online browsing, and user-engaged online tasks. It would be interesting to quickly replicate these findings in browsing and search domain to locate targets through online food decoration. In addition, other interface effects, such as background color, can be examined together with the color of the food to study coordinate effects and contrast effects; there may be some relationship between visual appeal and shopping rates.

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