

Study on the Influencing Factors of Repeated Purchase Intention of Hot Pot Base Products in Sichuan in the Post-Epidemic Period

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Abstract: In recent years, the use of packaged hot pot seasoning restaurants to improve the standardization of service quality is increasing, benefiting from the development of hot pot catering, hot pot bottom material industry has also shown a rapid development trend. Hot pot base material application scenarios are rich. In addition to being used in hot pot, it can also be used in string, fragrant pot, cooking food and other hot pot catering fields, and in daily cooking, hot pot base is becoming more and more popular. The rise of hot pot bottom products allows consumers to enjoy hot pot at home without leaving home, in the usual cooking will also be used to increase flavor, but the brand of consumers buy hot pot bottom products is rarely fixed, repeated purchase of a certain brand of hot pot bottom products is even less. Based on this, after sorting through the relevant literature of consumers' repeated purchase intention, this paper analyzes and expounds the repeated purchase intention of customer satisfaction, perceived value and brand image from the three aspects of hot pot base material products, and gives relevant opinions.

Keywords: Post-Epidemic Period; Hot Pot Base Material Products; Repeated Purchase Intention

1. Background

Hot pot is generally refers to the pot as an appliance, with heat source burning pot, with water or soup boil to rinse boil all kinds of food cooking way, also can refer to the pot used in this way of cooking at the same time. Its characteristics are cooking while eating, or the pot itself has a thermal insulation effect, eating when the food is still steaming hot, soup in one. Similar cuisine are found around the world, but mainly in East Asia. In 2021, the market revenue of Chinese hot pot restaurants was about 52.18 billion yuan, up 19.1% year on year. Hot pot bottom material is made of animal, vegetable oil, pepper, sucrose, salt, monosodium glutamate, spices, bean paste and so on as the main raw materials, according to a certain formula and process, used to make the seasoning of hot pot soup seasoning. In 2020, the market size of China's hotpot bottom material is about 24.9 billion yuan, up 9.2% year on year.

2. Research objectives

Analysis of the current influencing factors affecting consumers' repeated purchase intention of hot pot base material products.

Explore the influence mechanism between the following factors.

According to the statistical analysis results, compare the importance of each factor, and formulate targeted strategies to improve the willingness of consumers in Sichuan region to repeat the purchase of hot pot base material products.

3. Range of study

3.1 Theoretical significance and value

This paper is a detailed analysis of the repeated purchase intention of a dimension and its related theory, attaches great importance to and the unique properties of the hot pot base products, after a series of discussion, it is concluded that hot pot base product satisfaction, perceived value, brand image and the relationship between consumers repeat purchase intention, and the specific factors affecting it.

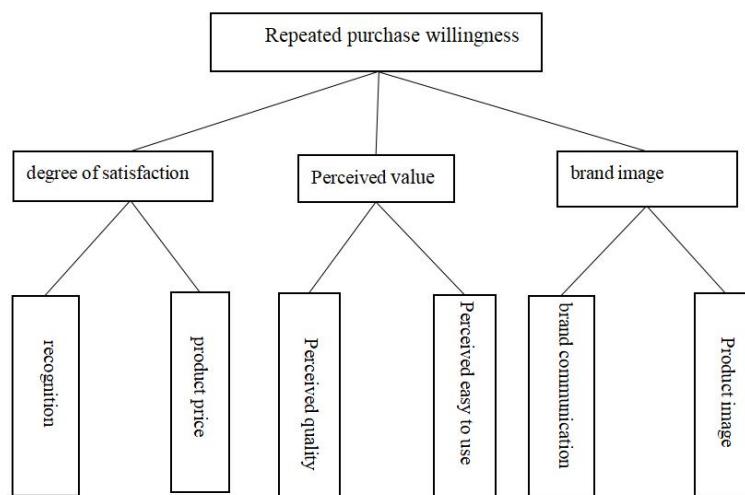
3.2 Practical meaning and value

Through the analysis of consumers' experience of buying hot pot bottom products, the business body of hot pot bottom products can provide personalized services more accurately according to the feelings of consumers, so as to achieve the ultimate goal of "service to individual" and improve consumers' willingness to repurchase.

3.3 Regional demographic characteristics of the study

This study selected samples through random sampling, and took the customers who bought hot pot base material products in Sichuan province, including Carrefour, Wal-Mart, Tesco and RT-Mart, as the research objects. Individual consumers are the target of the survey. Due to the author's time and energy restrictions, as well as the eating habits of the people in Sichuan Province, this study will be investigated in Chengdu, Guanghan, Yibin, Nanchong, Deyang and Mianyang cities in Sichuan Province.

4. The conceptual framework of the study



5. Theoretical principle

Zhang Menggrong (2022) summarizes 7 specific features (authenticity, visibility, entertainment, interactivity, preference, public welfare and authority), and constructs a theoretical model with consumer satisfaction and consumer trust as intermediary variables. Huang Yuming (2017) believes that the satisfaction of fresh agricultural products after online shopping greatly affects the willingness of buyers to buy again to a large extent, and puts forward the research hypothesis that the satisfaction of online shopping of fresh agricultural products has a significant positive impact on their repeated purchase intention. Wu Qiong (2017) constructs a theoretical model that takes the brand image as the independent variable, perceived risk as the intermediary variable, takes the personal brand connection connecting the relationship between the brand and consumers as the adjustment variable, and selects the repeated purchase intention of consumers as the dependent variable. Liu Yuhui (2016) concluded that the recognition, customer service quality, product quality, express service quality and perceived value of these factors have a significant positive impact on consumer satisfaction. The results of Qu Guanhua (2020) show that the influencing factors of pre-purchase expectation, after-sales service, product price and payment method have a significant positive impact on consumer satisfaction, while logistics service, commodity quality and website design have no significant impact on consumer satisfaction. Wu Jianheng (2019) started from reviewing the theory of consumer

satisfaction, determined the consumer satisfaction research model through the analysis of the business status of A shopping center, and established the relevant index system of consumer satisfaction research. Zhou Yi (2019) proposed that perceived value plays a mediating role between perceived usefulness, perceived ease of use and willingness to use, and group pressure plays a moderating role between perceived value and consumers' willingness to use. Li Minghui (2019) concluded that five factors such as brand positioning, value, communication, planning and maintenance all have a significant positive impact on the brand image.

6. Correlation studies

Wang Xingbiao et al. (2020) studied the factors that affect consumer trust under the mobile social e-commerce consumption mode, and pointed out that the service quality and platform ease of use in e-commerce platforms will have a certain impact on consumers' repeated purchase intention. Chen Haitao et al. (2015) studied the influence mechanism of consumers' repeated purchase intention of online takeout platforms based on the theory of expectation identity. Through empirical analysis of relevant data input of the actual takeout platform, they confirmed that both satisfaction and trust have a positive impact on the formation of consumers' repeated purchase intention.

Conclusion

The satisfaction of consumers' online hot pot base material products will directly or indirectly affect their repeated purchase behavior. Take online shopping as an example, From the customer search keywords in the network until the hot pot base products used, The consumer experience of this whole process is particularly important, Hot pot bottom material product enterprises first do a good job of clear information transmission and expression, Make consumers to maximize all the information of hot pot base products, Including product information, logistics information, after-sales information and so on; Second, in the case of guaranteed profitability, Provide consumers with as many personalized services as possible, Due to the fierce competition in hot pot base products, Consumers have different purchase needs, Personalized service is the key to improve the rate of repeated purchase; Finally, do a good job of receiving consumer information feedback work and regular return visits, Can promote the repeat purchase rate to some extent, Namely the opinion that consumer reflects, suggestion give reply or correct in time, Make consumers see the effect that meets their expectations, At the same time, by regularly sending new product information to the accumulated stable consumers, Form consumption habits to promote repeated purchases.

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