

Research on the Influence Mechanism of Farm Direct Marketing Mode on Consumers' Willingness to Buy Fruits and Vegetables -- Taking Meishan City as an Example

Dawei Zheng^{1,2}

1. North Bangkok University, Bangkok 10220, Thailand.

2. Polus International College, Chengdu 610103, China.

Abstract: As a necessity of people's daily consumption, the safety of fruits and vegetables has attracted much attention. In recent years, with the continuous development of China's economy and society, the traditional fruit and vegetable sales channels have become more and more difficult to meet the changes in the characteristics of consumer demand, and the residents in urban communities began to get used to delivering fruits and vegetables to their homes without leaving their homes. The development of pollution-free fruit and vegetable industry can not only protect the environment, but also is conducive to people's health, to meet the needs of contemporary people. Therefore, direct selling of fruits and vegetables came into being at the historic moment. It is the terminal logistics form of directly transporting fruits and vegetables directly from planting and breeding base to urban community outlets or residents' homes, which can significantly shorten the distance between fruits and vegetables from farms to consumers, and has a broad market space. Therefore, it is of great significance for the development of farm direct selling to understand the development of farm direct selling model, study the influencing factors of farm direct selling model on consumers' purchase intention of fruit and vegetable products, and put forward targeted suggestions according to the research results.

Keywords: Farm Direct Sales; Fruit and Vegetables; Purchase Intention

1. Background

In recent years, with the continuous development of China's economy and society, the traditional fruit and vegetable sales channels have become more and more difficult to meet the change of consumer demand characteristics, urban district residents began to habit never leave home and fruit door-to-door delivery, people don't need to take special time to the designated place, can choose and buy their anytime and anywhere fruits and vegetables. At the same time, people pay more and more attention to food safety, we are no longer only satisfied with the "have food", but to "eat at ease". Pollution-free fruits and vegetables, so in the process of production and planting according to the national provisions of the use of chemical fertilizers and pesticides, people do not cause harm to human health after eating, and are more and more favored by consumers. Therefore, the direct selling of fruits and vegetables arises at the historic moment. It is the terminal logistics form of transporting fruits and vegetables directly from the planting base to the urban community outlets or residents' homes. Direct selling of fruits and vegetables can meet the needs of consumers for individualization, convenience and safety of agricultural products, significantly shorten the distance between fruits and vegetables from the field to consumers, and has a broad market space. It is the inevitable trend of fruit and vegetable production and the living standard of residents to a certain extent to meet the mode of consumer demand and the characteristics of fruit and vegetable circulation, which is of great significance for promoting the benign development of fruit and vegetable circulation and meeting the needs of consumers.

2. Research objectives

Analyzing the influencing factors of Meishan farm direct selling mode on consumers' purchase intention of fruit and vegetable products.

Analyzing the influence mechanism of the farm direct selling model.

Finding out the important influence of each factor on the farm direct selling model, so as to put forward corresponding opinions for improving the purchase intention of the farm direct selling fruit and vegetable consumers, so as to enhance the sales level of fruits and vegetables in the farm and enhance the development and growth of the farm.

3. Range of study

3.1 Theoretical significance and value

This article mainly through the Meishan city farm direct selling model development research, at the same time with the help of marketing consumer purchase intention perceived value theory, customer satisfaction theory, customer cognition theory theory analysis, by constructing the appropriate architecture model, thus have more into the understanding of these theory, improve the theoretical analysis ability theory research results.

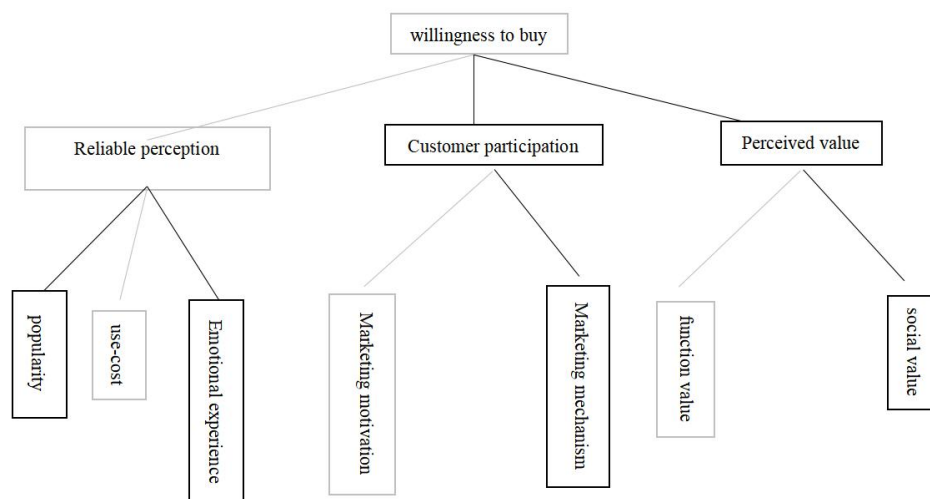
3.2 Practical meaning and value

Through selecting the development of farm direct selling model in Meishan City, Analysis was performed by the SPSS 22 statistical analysis software, Including reliability and validity analysis, demographic analysis, descriptive statistics, correlation analysis of questionnaire data, The significant relationship between the influencing factors of the farm direct selling model on consumers' purchase intention of fruit and vegetable products is obtained, For the development of Meishan farm and the development of direct selling management model, Further enhance the level of farm direct selling, Build a direct-sales brand, Can drive the development of farms in other regions through direct sales of farm fruits and vegetables in Meishan City, Promote the continuous implementation of the national rural revitalization strategy, Promote the all-round development of the society.

3.3 Regional demographic characteristics of the study

The population sample studied in this paper comes from Meishan City. Through the questionnaire of the direct fruit and vegetable consumer groups in Meishan City, the consumption demand of direct fruit and vegetable consumer group is grasped, and the analysis is only defined in Meishan City.

4. The conceptual framework of the study



5. Theoretical principle

Zhang Hebing, chun-ling li, Wei Sheng (220) to explore the difference of online consumer perception value formation, this paper

according to the means-purpose chain theory construct perceived quality, perceived value and purchase intention relationship theory model, from the perspective of consumer heterogeneity gender and age regulating the relationship between perceived quality and perceived value. Perceived quality is divided into perceived product quality and perceived logistics service quality, and perceived value is divided into functional value, emotional value and social value for empirical analysis. Golden autumn, yong-sheng jin (2021) from the empirical analysis of the model validation results concluded as follows: consumers in the process of accepting direct selling, perception reliability than the perception of usefulness on shopping willingness, and in the process of direct consumer perception reliable main factors have product reputation, emotional experience, perception useful three aspects. MeiYue (2021) on the basis of the literature review summarizes the gamification marketing, customer participation intention, customer purchase intention concept and content, the airline mobile client gamification marketing is divided into power, mechanism, components, and based on S-O-R theory model builds the airline mobile client gamification marketing in customers involved in the intermediary influence customer purchase intention model, put forward the relevant assumptions.

6. Correlation studies

Under the experience mode, Madan (2018) studied the impact of experiential marketing on consumers' purchase intention, and proposed that the customer-oriented marketing mode should be used. Wang Dunhai (2018) Based on the customer value theory, he studies the influencing factors of consumers' repeated purchase intention under the effect of habit regulation. Thakor And Katsanis (1997) believe that the public will make a judgment on product quality based on the brand image, and consumers will tend to choose products with good brand image. Rageh (2011) points out through research that enterprises need to establish a positive image to increase the degree of trust of customers, so that customers are more willing to choose the products of the enterprise for consumption, so as to meet their emotional and emotional experiences and needs.

Conclusion

With the improvement of consumers' living standards, consumers also have higher requirements for the quality of fruit and vegetable products. Fruit and vegetable farms should not only pay attention to the increase of quantity or scale, but also pay attention to the organization of farms. Fruit and vegetable farms are the product of the market economy. The relevant government departments and institutions should delegate power to the market, produce the effect of slight survival, appropriately guide the scattered fruit and vegetable farms to find partners, set small into large, and finally achieve scale effect. In the operation of fruit and vegetable farms, we should improve the organized management mechanism to guarantee the dominant position of each employee, improve the benefit distribution system of the farm, allocate the benefits according to the personnel and share the risks and benefits; improve the internal management organization of fruit and vegetable farms, such as separate finance, manpower and marketing departments, and standardized management of fruit and vegetable farms.

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