

Analysis on the Influencing Factors of Online Purchase Intention of Fresh Agricultural Products

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Abstract: As the "blue sea" in the field of electronic commerce, fresh agricultural products e-commerce has broad prospects for development, but there are still many problems to be solved urgently. By investigating the current situation of consumers' online purchase of fresh agricultural products, this paper analyzed consumers' demand and willingness to purchase fresh agricultural products online, and then obtained the influencing factors of consumers' online purchase willingness of fresh agricultural products.

1. Introduction

With the further development of e-commerce in China, the way consumers buy fresh agricultural products is gradually changing, and online purchase of fresh agricultural products has become a new way of consumption. The marketing channels of fresh agricultural products expand from offline to online, and enter consumers' real life through the network. Different from traditional trading methods, online purchase makes the sale of fresh agricultural products get rid of seasonal and regional restrictions, improves transaction efficiency and reduces transaction costs[1]. In this series of advantages, fresh agricultural products e-commerce has risen rapidly. As a new way of shopping, fresh agricultural products online purchase has been accepted by many consumers, but it is still in the primary stage of development. Compared with other commodities, the most prominent feature of fresh agricultural products is perishability and damage, resulting in serious devaluation. Therefore, although the volume of fresh agricultural products trading is huge, the profits of the merchants are small.

2. Current Situation of Online Purchase of Fresh Agricultural Products

With the development of e-commerce and the improvement of people's quality of life, consumers are increasingly demanding the product quality and convenience of online purchase. Various e-commerce platforms have launched fresh channels, and online purchase of fresh agricultural products has become a new trend of consumption, changing the way consumers used to shop and giving consumers more convenience. Despite the huge market potential of fresh agricultural products, there are still shortcomings restricting the development of fresh e-commerce. For this reason, we have carried out field research on the online purchase of fresh agricultural products.

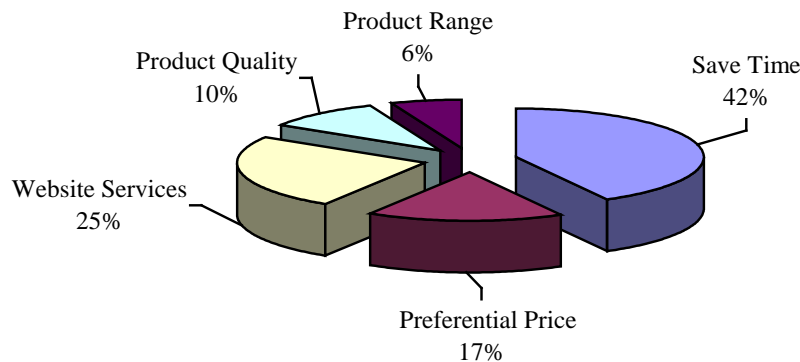


Fig. 1 Reasons for Consumers to Buy Fresh Agricultural Products Online

Among the reasons why consumers choose to buy fresh agricultural products online, the most important reason is "save time and energy". Most consumers are busy with their daily work and have little time to go out and choose and buy fresh agricultural products. It is better for them to buy fresh agricultural products online at home. The second reason is that the website service is more comprehensive. The way of online purchase alienates the relationship between consumers and merchants. Only through the website services provided by the merchants can the consumers feel the sincerity of the merchants. In addition, the reason is that the price of products is more favorable. (as shown in Fig. 1)

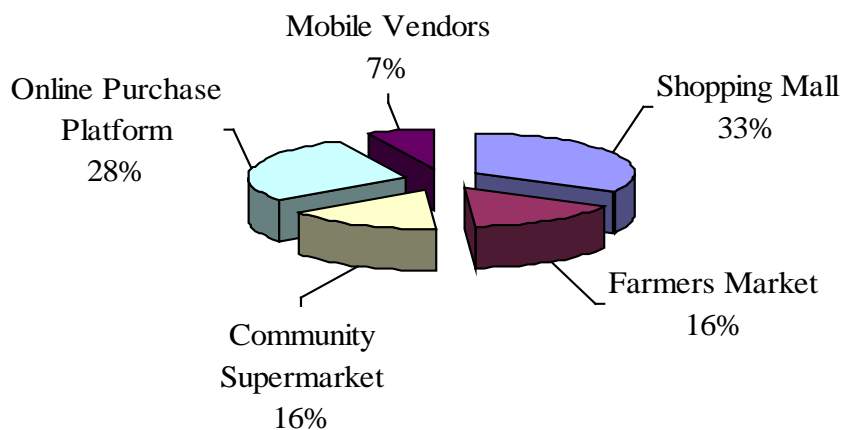


Fig. 2 Places to Buy Fresh Produce

Consumers can buy fresh agricultural products in two ways. One is online purchase, the other is traditional purchase. Consumers who are unwilling to buy fresh agricultural products online will choose traditional purchase. The places of purchase are large supermarkets, farmers' markets, community supermarkets and mobile vendors. The main places for consumers to buy fresh agricultural products are large supermarkets, followed by farmers' markets and community supermarkets. (as shown in Fig.2)

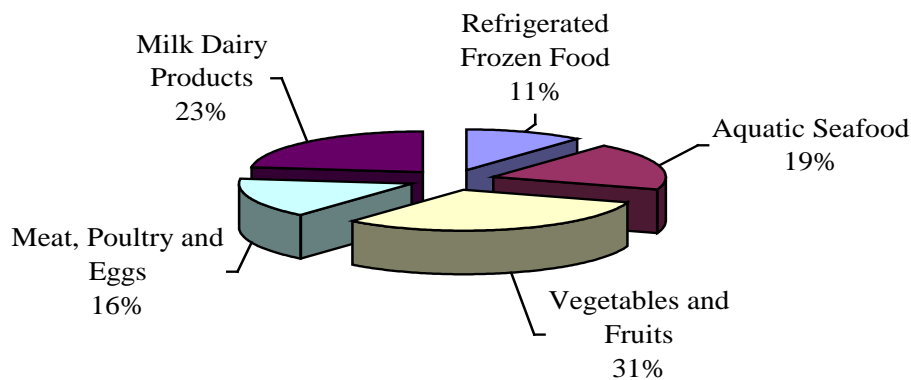


Fig. 3 Types of Fresh Agricultural Products online purchased by Consumers

There are five kinds of fresh agricultural products that consumers buy online: refrigerated frozen food, aquatic seafood products, vegetables and fruits, meat, poultry and eggs products and milk and dairy products. Among them, vegetables, fruits, milk and dairy products were the main purchases, followed by aquatic seafood and meat, poultry and eggs, and refrigerated frozen food were the least purchased by consumers. From the types of purchases, we can see that the more risk-prone fresh agricultural products, the less consumers buy. (as shown in Fig. 3)

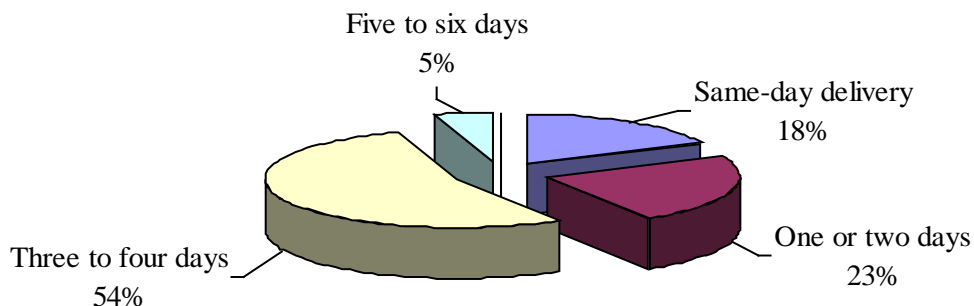


Fig. 4 Speed of Logistics Distribution

After consumers buy fresh agricultural products online, the time when products reach consumers is usually "three to four days", accounting for 54%, followed by "one to two days", accounting for 23%, "arrival on the same day" and "five to six days" are rare, accounting for 18% and 5%, respectively. There is no "more than six days" situation. It shows that domestic logistics distribution is in the middle level, and there is still a lot of room for improvement. According to the survey of consumers' satisfaction with logistics distribution, 27% of consumers are not satisfied with logistics distribution and 49% of consumers think that logistics distribution is not very satisfactory. The timing of logistics distribution has a great impact on consumers' willingness to purchase fresh agricultural products online.(as shown in Fig.4)

3. Influencing Factors of Consumers' Online Purchase of Fresh Agricultural Products

3.1. Social Environment

In the process of online purchase for fresh agricultural products, consumers will be affected by the surrounding groups and the environment, such as website publicity, other people's online

purchase experience and evaluation of family and friends' suggestions, which have a great impact on consumers' willingness to purchase fresh agricultural products online. Therefore, we should increase the publicity of the website and enhance consumers' online purchase concept. Through publicizing the concept of online purchase of fresh agricultural products and creating a good image of the website, consumers' confidence in online purchase of fresh agricultural products and trust in the website can be enhanced[2]. At the same time, the effect of publicity can be enhanced by the objective evaluation of consumers. Consumers should be allowed to participate in the activities of the website in a timely manner, increase the communication between businesses and consumers, and expand the social impact of the website in the way of public participation.

3.2 Website Service Quality

The service quality of the website is generally reflected in the degree to which the website can meet the needs of consumers. Because fresh agricultural products are more special than ordinary commodities, consumers have higher requirements for the service quality of fresh agricultural products. The website services include the introduction of fresh agricultural products, common knowledge of purchase and cooking methods, common questions consultation and answers, instant information services, user evaluation and communication, providing diversified and personalized services, and introducing preferential measures. The more content the merchant provides and the more detailed the information, the more consumers know about the purchase of fresh agricultural products online. The higher the security, convenience, communication and interaction of website services provided by businesses, the better consumers' overall perception of the quality of website services and the stronger their willingness to purchase fresh agricultural products online[3].

3.3 Risk Perception of Online Purchase

The appearance, price, type, origin, quality, safety, convenience and freshness of fresh agricultural products will affect consumers' perception of online purchase risk. Fresh agricultural products have short shelf life and are liable to decay and damage, which makes the online purchase risk of fresh agricultural products more serious than that of other commodities. Additionally, all kinds of risks lead consumers to take a rather cautious attitude towards online purchase of fresh agricultural products out of the instinct of self-protection. We need to provide consumers with safe and quality assurance of fresh agricultural products, in order to improve consumer satisfaction and enhance consumer confidence in online purchase of fresh agricultural products.

3.4 Convenience of Online Purchase

The convenience of online purchase is embodied in the operation process of the website, the operation process of payment and returned goods after sale. In the process of online purchase, there are many kinds of fresh agricultural products. If the classification of the website is not concise and reasonable, and the operation steps are complex, consumers will often have conflicting feelings and thus reduce the willingness of online purchase. With the development of mobile network application, the way of APP marketing and Wechat marketing in mobile terminal, consumers can pick up mobile phones anytime and anywhere to buy, greatly increasing the convenience of online purchase.

3.5 Timeliness of Logistics Distribution

The level of logistics distribution is one of the key links for consumers to experience online purchase process. Because fresh agricultural products have a shelf life, logistics distribution is required to have timeliness. The shorter the time from the purchase to the receipt of goods, the higher the satisfaction of consumers' experience. As fresh agricultural products are perishable and damaged, their freshness will decrease with time[4]. Therefore, the higher the level of logistics distribution, the stronger consumers' willingness to buy fresh agricultural products online. We should build warehouses and logistics distribution points, improve cold chain logistics, shorten the storage period and logistics distribution distance of fresh agricultural products, so as to improve the efficiency of distribution to consumers.

4. Conclusion

By investigating the current situation of online purchase of fresh agricultural products, we find that we should improve consumers' willingness and satisfaction of online purchase from five aspects: social environment, website service quality, risk prevention, convenience of online purchase and logistics distribution, so as to promote the healthy development of fresh agricultural products e-commerce.

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