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Study on Consumer Purchasing Behavior of Fresh Agricultural Products

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ABSTRACT

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With the rapid development of e-commerce platforms, the consumption of fresh produce has also changed, and more and more consumers are buying fresh produce online. The online purchase of fresh produce, quick and convenient purchase mode and preferential price are deeply popular with consumers. But some consumers are not satisfied with buying fresh produce online or buying fresh produce online. In order to promote the consumption of fresh agricultural products electronic platform, this article from the consumers to buy fresh agricultural products e-commerce investigation factors analysis, put forward to promote consumer purchasing behavior of fresh agricultural products e-commerce advice.

1. Introduction

With the development of e-commerce platform, buying fresh produce on e-commerce platform has become a model for many consumers shopping. Scholars have a lot of analysis. Fan hua (2014) believed that e-commerce is becoming more and more important for fresh produce. In the context of the Internet, the supermarket ran into O2O form. The supermarket business model is transformed to O2O, making it more competitive. Wang fa (2016) believed that the introduction of fresh produce to e-commerce has upended the traditional shopping model, broken the restriction of time and space. It promoted the development of electronic commerce, also caused fierce competition, we must optimize supply chain. Wu qingyan (2016) believed that consumers' confidence in fresh produce will directly affect the development of e-commerce. The quality of fruit, perceived value, quality of logistics service and quality of service, communication and trust will all affect consumer confidence. Wang fangjie (2016) believed that buying fresh produce on e-commerce platform needs to be respected and understood and paid attention to logistics cost. Sun Yi (2017) believed that consumers through the electronic commerce platform to buy fresh produce, factors affecting the quality of the product, the seller credit, logistics services, third-party certification and so on.

2. Analysis of consumer purchasing survey in the e-commerce of fresh agricultural produce

In this survey, in order to study the consumer purchase factors in the e-commerce of fresh agricultural products, a questionnaire of 26 questions was designed for the case of Jing dong, and sent to 200 QQ mail clients. Of these 200 people, 148 of whom are willing to buy fresh produce, while the remaining 52 are unwilling or do not understand the online purchase of such products, choose Offline Purchase.

In the questionnaire survey, the male is 95, the female is 105 people, 19-35 years old 156 people, 183 people have the net purchase experience. According to the analysis of the survey results, the factors that affect the consumers' net purchase of fresh produce include the traditional concept of consumption, the sex of consumers and their age, whether they have the basic equipment of net purchase, the perfection of logistics refrigeration system, the high price, the advantages of the offline, the quality of the products and business reputation.

3. Analysis of consumers purchasing factors in the e-commerce of fresh agricultural produce

3.1 The traditional concept of consumption

In this survey, 52 people are reluctant to shop for fresh, 36 of which consumers consider fresh produce must be handpicked to be trusted, not willing to shop fresh 69.23% of the population, which traditionally is an important factor in influencing consumers to purchase fresh produce.

Due to the impact of education and traditional consumption concept, there are still many consumers insist that fresh products must be experienced, need to "see" "Touch" "smell" or even "taste".

There are also many farmers think that e-commerce is not illusory trust, which reduces consumers' purchase choices, but also affected the development of electric commercial fresh market.

3.2 Gender and age characteristics of consumers

According to this survey, currently the number of men willing to shop fresh accounted 23.8%, women are willing to purchase fresh food accounted for more than 76.2% over the Internet. Among the 19-35-year-olds, the number of people willing to buy accounted for 78%, and the elderly are willing to net the number of fresh students accounted for 3.5%. From the above data we can draw a conclusion: NET purchase of fresh agricultural products, the main customer groups for young women.

3.3 Whether to have the net purchase basic equipment

Revealed from the survey, the total number of samples is 200,156 people in the southeast coast and Yangtze River economy developed areas, accounting for about 78%, 42 of the Midwest, accounting for about 21%.28 of Middle-West region message proposed to speed up the pace of popularizing network in the Midwest, increased fresh online shop nearby.

Thus, in recent years with the popularization and development of network technology, China has also stepped up rural infrastructure construction work. But it is undeniable that the difference between the developed cities such as the Midwest and the southeast coast is becoming more and more uneven. Network coverage is not comprehensive in the Midwest, even with infrastructure but also because of low productivity caused fresh product business sales declined, a blow to the local enthusiasm for the fresh market online trading.

3.4 Logistics frozen preservation system whether perfect

Relevant data show that China has nearly 20,000 seat refrigerated library, total capacity about for 880t, per capita cold storage stock only 7kg, near

50% of cold storage using time over 30 years, 70% above of cold storage hard achieved more temperature regulation, and developed 95% above of health fresh cold chain rate compared, China health fresh cold chain rate only 20% following, this more increased has electric business operation of difficulty. So current IT infrastructure in China is far from perfect, and businesses since the pre-built logistics require significant capital investment, investment return period is too long, and inhibited the development of fresh business.

3.5 Expensive price

According to the survey, 52 people are reluctant to shop for fresh, 12 of them choose not to buy fresh produce from the Jing dong because of the expensive price, accounting for 23.08%. Due to the fresh food logistics and cold chain equipment is missing and the very high wastage rate, fresh agricultural products logistics and distribution costs have been high, the leading online fresh food prices high in offline. Industry data shows that net purchases fresh below 200 per alone, after deducting product costs, following the logistics costs, normal wear, basically no profit. But the vast majority of consumers have accepted higher than offline prices 20%-30% fresh food shopping, and fresh e-commerce faced the dilemma under.

3.6 Offline advantages

The survey sample was 200, and the number of people who chose to buy online was 52, accounting for 26%. Through a questionnaire survey, selecting the store to buy fresh products customers are mainly because (1) convenient, you can buy food, without waiting for the logistics and transport (2), you can pick your view into the shop to buy fresh (3) cheaper than shopping, do not have to bear the shipping costs to the above reasons is no advantage online store.

3.7 Product quality problems and business reputation

According to the relevant data show that 148 people in Jing dong net purchase fresh products, accounting for 74% of the total sample. 102 of them choosing Jing dong net purchases fresh reasons, said Jing dong well-known, excellent fresh produce quality, freeze preservation was in place, there will be no damage on the way and perfect after-sales service, and clients in harmony. We can conclude from the survey: quality of fresh produce and the business service and reputation are the main factors that influence consumer shopping the fresh produce.

4. Promote the consumer purchasing behavior in the e-commerce of fresh produce

4.1 Precise marketing to attract the target population.

The use of large data analysis can find out the user preferences, accurate positioning of consumer groups, push reasonable goods, and can be purchased for the number of sales amount, commodity shipments, inventory amount of the estimated sales rate of goods, effective control of inventory; Strengthening the construction of website content and the provision of product-related information can provide consumers with richer and comprehensive product information to improve the purchase intention of consumers, but also can provide appropriate price advantage of goods, reduce product prices to attract more Of consumers online shopping fresh agricultural products, and further turn potential customers into actual consumers to promote the development of fresh agricultural products e-commerce.

4.2 Increase publicity, change the concept of consumption.

Health business providers should actively carry out a variety of marketing, through the use of third-party platforms, such as QQ, forums, websites, etc., to vigorously promote and improve consumer awareness of online shopping fresh agricultural products, but also can use the community Supermarkets and retail stores to promote their residents, and secondly, you can also use the fresh business platform to carry out a variety of experience marketing activities to develop consumer habits of online shopping fresh products, and finally, you can strengthen the consumer offline experience, to attract Consumers, inviting consumers to the origin of personally pick for creating a good consumer experience.

4.3 Provide high-quality fresh agricultural products and ensure product quality.

Businessmen need to have a reliable supply channels and choose high-

quality supply and fresh quality of agricultural products with the choice of farmers to improve the overall quality of agricultural products and ensure the quality of the goods. Thus it can improve consumer satisfaction with fresh agricultural products and promote its consumption.

4.4 Optimize the logistics distribution system, improve the cold chain system, reduce transport losses

Good logistics services can improve the desire of consumers to buy, fast transport and reasonable logistics management model is to ensure the freshness of agricultural products, the key can be established by the way from the point to shorten the transport distance and delivery time and improve delivery efficiency and reduce the distribution of the problems in the distribution, you can also establish a special agricultural transport corridors and equipment, improve the cold chain system, and use advanced science and technology to improve the fresh storage capacity of fresh agricultural products, optimize the distribution path, convenient mode of transport to ensure that agricultural storage Of the freshness and quality of goods and enhance consumer satisfaction, improve the consumer's desire to buy goods.

4.5 Strengthen the brand building, strict third-party audit, enhance the seller's reputation.

To create a brand of fresh agricultural products e-commerce, the implementation of the standardization of goods and quality of the consumer to enhance the brand awareness of fresh business, while businessmen can strengthen the business stage of the audit, to ensure business quality, related network Platform can assess the credibility of the business, according to the credit rating, and regular review, the credibility of the business and quality assessment, so that consumers can be identified according to the platform to determine the credibility of the business situation, to enhance the purchase of consumers Will.

4.6 Optimize after-sales service, to achieve standardized packaging.

Good after-sales service is also the key to the development of fresh electricity business, as far as possible from the origin of choice of high quality agricultural products, and through timely quality service to resolve customer dissatisfaction, to win a higher rating, and achieving a unified standard, unified packaging, in the case of quality of agricultural products to meet the needs of consumers on the appearance of the product.

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