

Direction of Agricultural Economic Management: Research on Marketing and Consumer Purchasing Behaviour of Special Agricultural Products

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Abstract: The purpose of this study is to explore in depth the marketing strategies and consumer purchasing behaviours of speciality agricultural products, with a view to providing strong decision-making support for agricultural economic management. Through in-depth analyses of marketing strategies, sales models and the challenges they face for speciality agricultural products, this study reveals the key issues and opportunities in the marketing of speciality agricultural products. At the same time, through a detailed study of consumers' needs, preferences, purchasing decision-making process and its influencing factors, this paper reveals the consumers' behavioural patterns and psychological mechanisms when purchasing special agricultural products. This study not only provides theoretical support for the marketing strategy of speciality agricultural products, but also provides new perspectives and ideas in the field of agricultural economic management.

1. Introduction

With the advancement of globalisation and the diversification of consumer demands, special agricultural products have gradually gained a foothold in the market by virtue of their unique quality and cultural connotations. However, how to effectively promote and sell these speciality agricultural products to meet the increasing demands of consumers has become an important issue in the field of agricultural economic management. At the same time, an in-depth understanding of consumers' behaviour and decision-making process in purchasing characteristic agricultural products is also of great significance for optimizing sales strategies and improving market competitiveness. The purpose of this study is to systematically analyse the sales strategies of special agricultural products and explore the behavioural patterns of consumers in purchasing special agricultural products, with a view to providing useful references and insights for agricultural economic management. Through this study, we expect to help sellers of agricultural products better understand market dynamics and grasp consumer demand, so as to formulate more accurate and effective marketing strategies.

2. Sales analysis of speciality agricultural products

In the in-depth study of the marketing strategy of speciality agricultural products, we have to pay attention to the key links such as product positioning and branding, channel selection and expansion, as well as promotion and advertising strategies. These links are not only related to the market competitiveness of speciality agricultural products, but also directly affect the consumers' purchasing decision. Product positioning of speciality agricultural products is the basis of their marketing strategy. In order to stand out in the market, product positioning needs to be precise and clear, highlighting its uniqueness and differences. Brand building, on the other hand, is a long-term and systematic process aimed at shaping and enhancing the brand image and popularity of speciality agricultural products through a series of marketing activities. This requires sellers of agricultural products to have an in-depth understanding of the needs and preferences of target consumers and the competitive landscape in the market, so as to find a unique and valuable market positioning for their products. In terms of channel selection and expansion, sellers need to comprehensively consider the characteristics of the product, the purchasing habits of target consumers and their own resources. Online sales models, such as e-commerce platforms and live streaming, provide a broader market space and more convenient sales channels for speciality agricultural products. Through online platforms, sellers can directly reach more potential consumers, reduce sales costs and improve sales efficiency. Offline sales modes, such as farmers' markets, speciality shops and supermarkets, pay more attention to consumers' personal experience and physical display of products. These offline channels allow consumers to have a more intuitive understanding of the quality and characteristics of the product, thus enhancing purchasing confidence. However, both online and offline sales models face the challenges of fierce market competition and diversified consumer demands. In order to increase market awareness, sellers need to adopt effective promotional and advertising strategies to attract consumers' attention and stimulate their desire to buy. Promotional strategies can include limited-time discounts, full-price giveaways, etc., while advertising strategies need to be customised according to the media exposure habits of target consumers, such as social media ads and TV ads. Despite the unique quality and cultural connotations of speciality agricultural products, they still face many challenges in the marketing process. Among them, low market awareness is a common problem. In order to solve this problem, sellers need to strengthen marketing and branding to improve the visibility and reputation of their products. Meanwhile, price competitiveness is also an important factor affecting sales. Characteristic agricultural products often have high production costs, how to control costs and improve price competitiveness under the premise of ensuring quality is an issue that sellers need to seriously think about. Supply chain management and logistics distribution are also links that cannot be ignored in the sales of speciality agricultural products. An efficient and stable supply chain system can ensure the timely supply and quality control of products, while the accuracy and timeliness of logistics and distribution directly affect the consumers' purchasing experience and satisfaction. Therefore, sellers need to establish a perfect supply chain management system and an efficient logistics and distribution network to meet consumer demand and enhance market competitiveness. The marketing strategy of speciality agricultural products is a complex and systematic project, which requires sellers to consider product positioning, branding, channel selection, promotion and advertising, as well as supply chain management and other aspects. Only by formulating a marketing strategy in line with the market law and consumer demand, can we stand out in the fierce market competition and achieve the sustainable sales and development of speciality agricultural products. At the same time, sellers also need to pay constant attention to market dynamics and changes in consumer demand, timely adjustment and optimisation of marketing strategies to adapt to the changing market environment. Through the comprehensive use

of a variety of marketing tools and resources, sellers can create a unique brand of agricultural products, win the trust and love of consumers, so as to achieve a steady growth in sales performance. This not only helps to enhance the market competitiveness of speciality agricultural products, but also provides useful references and lessons for agricultural economic management. In the future development, we believe that speciality agricultural products will occupy a more important position in the market and bring more delicious and healthy choices for consumers^[1].

3. Consumer Purchasing Behaviour Research

In an in-depth study of consumers' behaviour in purchasing speciality agricultural products, we must first focus on consumers' needs and preferences. Consumers' perceptions and attitudes towards speciality agricultural products are important factors in determining their purchasing behaviour. Speciality agricultural products, with their unique quality, taste or cultural background, attract more and more consumers. However, there are differences in different consumers' perceptions and attitudes towards speciality agricultural products, which in turn affect their purchasing motives and considerations. For some consumers who pursue quality of life and health, speciality agricultural products often represent a more natural and healthy lifestyle. When purchasing, they will give more consideration to the characteristics of the products, such as originality and no additives, as well as the cultural connotation behind the products. As for price-sensitive consumers, the price of speciality agricultural products may become an important factor for them to consider. Therefore, an in-depth understanding of the needs and preferences of different consumers is crucial for sellers of agricultural products. Information search and evaluation is an indispensable part of the consumer purchasing decision-making process. With the popularity of the Internet, consumers can obtain relevant information on speciality agricultural products through a variety of channels, such as product introduction, price comparison, user evaluation, etc. The diversity and richness of these information sources enable consumers to have a more comprehensive understanding and assessment before purchase. The purchase selection and transaction stage is the process in which consumers make the final purchase decision based on the results of the pre-search and evaluation. In this process, the consumer's personal preferences, economic ability and the cost-effectiveness of the product and other factors will play a key role. Consumer experience and feedback is an important part of consumer buying behaviour. A good consumer experience not only enhances consumer satisfaction and loyalty to the product, but also attracts more potential consumers through word-of-mouth. On the contrary, a poor consumer experience may lead to the loss of consumers and the spread of negative evaluations. Therefore, for sellers of agricultural products, providing quality after-sales service and responding to consumer feedback and complaints in a timely manner are key to maintaining good consumer relations. When exploring the influencing factors of consumer behaviour, we cannot ignore the role of personal factors. Personal characteristics, such as age, gender and income, all affect consumer buying behaviour to a certain extent. For example, there may be differences in the acceptance and willingness to buy speciality agricultural products among consumers of different age groups; gender factors may also lead to different emphasis in consumers' purchasing decisions; and income level directly affects consumers' purchasing power and consumption level. Socio-cultural factors also have a profound impact on consumer behaviour. Differences in food culture and consumption habits due to geographical differences may lead to different demands and preferences for speciality agricultural products in different regions. For example, consumers in some regions may prefer special agricultural products with unique flavours, while consumers in other regions may pay more attention to the nutritional value and health attributes of the products. Psychological factors also play an important role in consumer behaviour. Perceived value and purchase intention are two of the most critical aspects. Consumers' perceived

value of speciality agricultural products not only includes the evaluation of the product itself, but also involves the additional value brought by the product, such as brand image and cultural connotation. Purchase intention is the final purchase decision made by consumers based on perceived value and other influencing factors. Improving consumers' perceived value and willingness to buy is an important way for agricultural product sellers to improve their sales performance. Consumers' behaviour in purchasing special agricultural products is a complex and multi-dimensional process, which is influenced by a variety of factors. Agricultural product sellers need to deeply understand consumer needs and preferences, pay attention to the consumer's purchasing decision-making process, and analyse the various factors affecting consumer behaviour. Only in this way can they formulate more accurate and effective marketing strategies to improve sales performance and stand out in the fierce market competition. At the same time, continuous optimisation of products and services to improve consumers' purchasing experience and satisfaction is also the key to achieving sustainable development.

4. Interaction between marketing of speciality agricultural products and consumer purchasing behaviour

There exists a delicate interactive relationship between the sales of special agricultural products and consumers' purchasing behaviour, which is both dynamic and complex, involving market supply and demand, consumer psychology, sales strategy and social culture and other dimensions. In the process of market circulation of agricultural products with special characteristics, the marketing strategy of sellers not only shapes the market image of the product, but also guides the consumers' purchasing behaviour in a subtle way, and the change of consumers' demand and purchasing decision in turn influences the adjustment and optimization of the sales strategy. The market positioning, brand building and promotional strategies of the sellers of special agricultural products are all based on the in-depth analysis and understanding of the target consumer groups. For example, through market research, sellers can understand the specific needs and preferences of consumers for speciality agricultural products, so that they can highlight their uniqueness, such as organic, healthy and regional characteristics, when positioning their products to attract consumers' attention. At the same time, brand image shaping is also a key part, which can not only enhance product awareness, but also form a unique emotional connection in the minds of consumers and enhance their brand loyalty. In terms of promotional strategies, sellers often combine consumers' purchasing habits and psychological expectations to design a variety of promotional activities, such as time-limited discounts, free gifts, etc., in order to stimulate consumers' desire to buy. These strategies, in the process of implementation, not only increase the sales volume of the product, but also further deepen the consumer's knowledge and love of the product. However, consumers' purchasing behaviour is not completely passive to the influence of sellers. On the contrary, they are the main body in the market, whose needs, preferences and purchasing decisions are constantly changing and developing, and have a direct feedback effect on the sales strategy. For example, when consumer interest in a particular type of speciality agricultural product increases, the seller needs to adjust the product supply in time to meet the market demand. Similarly, if consumers respond lukewarmly to a certain promotion method, sellers need to reconsider and adjust their strategies. In this interactive relationship, a smooth flow of information is crucial. Sellers need to collect feedback from consumers through multiple channels to understand their perceptions of their products and services so that they can make timely adjustments to their sales strategies. Consumers also need to obtain product information through multiple channels in order to make more informed purchasing decisions. This two-way flow of information not only helps communication and understanding between sellers and consumers, but also promotes the healthy development of the

market. In addition to market supply and demand and information flow, social and cultural factors also play an important role in this interactive relationship. Characteristic agricultural products often carry certain regional cultures and historical traditions, and these factors will influence consumers' purchasing behaviour. For example, consumers in certain regions may be more inclined to buy agricultural products with local characteristics, which is not only a recognition of the quality of the product, but also a recognition and support of the regional culture. Sellers also need to take these factors into full consideration when formulating sales strategies, so as to better fit the psychological expectations of consumers. With the advancement of science and technology and the popularity of the Internet, the way of interaction between sellers and consumers is also undergoing profound changes. Emerging channels such as e-commerce platforms and social media provide sellers with more opportunities to communicate directly with consumers, and make it easier for consumers to obtain product information and make purchase decisions. This change undoubtedly brings new opportunities and challenges for the sales of speciality agricultural products. There exists a close and complex interactive relationship between the sales of special agricultural products and consumers' purchasing behaviour. This relationship not only involves multiple levels such as market supply and demand, information flow and social culture, but is also influenced by external factors such as technological progress and Internet popularity. In order to excel in this complex market environment, sellers need to continuously learn and adapt in order to better understand and satisfy consumer needs; and consumers need to remain rational and vigilant in order to make more informed and responsible purchasing decisions. Only with the joint efforts of both parties can we promote the healthy development of the speciality agricultural products market and achieve a win-win situation^[2].

5. Conclusion

This article discusses in depth the marketing strategy of special agricultural products, consumer purchasing behaviour and the interaction between the two. In terms of marketing strategy, the article stresses the importance of product positioning, brand building, channel selection and promotion strategy, which are the keys to enhance the competitiveness of speciality agricultural products in the market. At the same time, the article also analyses in detail the purchasing behaviour of consumers, including their needs and preferences, the purchasing decision-making process, and various factors affecting purchasing behaviour. These factors involve not only individual characteristics, but also socio-cultural and psychological factors, which together constitute the complex background of consumers' purchasing behaviour.

More importantly, this paper reveals the close and complex interaction between the sales of speciality agricultural products and consumer buying behaviour. This interaction is not only reflected in the guidance and influence of sales strategy on consumers' purchasing behaviour, but also in the feedback and adjustment of sales strategy on the change of consumers' demand. The article further points out that the smooth flow of information, the integration of social and cultural factors and the promotion of scientific and technological progress on the interaction are all key factors to promote the healthy development of the market of speciality agricultural products.

References

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