

Research on Consumers' Purchasing Intention of Regional Brand on E-commerce Platform: A Case Study of Liujiaxia in Gansu Province

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Abstract: Taking the development of Liujiaxia regional brand on e-commerce platform as the breakthrough point, this paper studies the factors that may affect consumers' willingness to purchase regional brands on e-commerce platforms, and relevant countermeasures are put forward for the development of Liujiaxia regional brand.

1. Introduction

On October 18th, 2018, the Department of Commerce of Gansu Province and the Department of Commerce of Yongjing County hosted and released the "Liujiaxia" agricultural product public brand nationwide. This is regarded as the initial stage for the development of Liujiaxia brand. However, domestic and foreign scholars have made some research results on the regional brand and purchase intention respectively, but the literature combining the two is rare. [1-6]

In this paper, Liujiaxia was taken as the research example, while the regional brand, the electronic commerce and the purchasing intention were combined with each other, so as to study the influencing factors of regional brands in the e-commerce platforms on the consumers' purchase intention. Specifically, the perspective of regional brands in the e-commerce platforms on the consumers' purchasing intention were taken as the starting point in this paper, and the consumers' cognition, the purchase behavior and the purchase intention were taken as the theoretical basis, an empirical analysis on the influence degree for the quality, popularity, origin, purchasing environment and premium were carried out in this paper, which was expected to have both theoretical innovation and practical significance.

2. Definition of related concepts and theoretical basis

2.1 Definition of Related Concepts

Regional brand refers to the regional characteristics and the overall image of the region, which is generally expressed as the regional name and industrial name in form, and specifically as the collective trademark and geographical indication.

Attitude on brand refers to the consumer's evaluation of a certain brand. It refers to the different brands of a certain product and their inherent characteristics, and thus a series of related evaluations is formed. These evaluations will affect the consumer's purchasing behavior or their decision-making.

Purchase intention refers to the consumer's consciousness of being inclined to purchase a certain product due to a certain behavior.

The popularity of the regional brand refers to the measurement over the consumers' awareness and their understanding of the connotation value of regional brands.

The origin of a regional brand refers to the place where the company with the brand name is located. It is implied in the origin of a well-known brand, so it is also called "the nationality of the brand".

Consumers' online shopping environment refers to the page layout, the payment environment and the authenticity of product information that consumers face when shopping online.

Whether a regional brand is at a premium depends on consumers' consumption psychology. For consumers, the more trust they have in the brand, the more willing they are to pay a higher price for that brand.

The quality of the regional brand refers to the product quality of a regional brand, which mainly reflects the value of durability, reliability, accuracy and ease of operation of brand products in the region.

2.2 Relevant Theories

2.2.1 Consumers' Cognition Theory

Consumer's specific perception of goods depends on the consumers' cognition degree. This specific perception of goods will have a critical impact on consumer's purchasing intention.

2.2.2 Consumers' Purchasing Intention Theory

Purchase intention is a subjective attitude when consumers do shopping, and it is the probability that consumers will purchase specific goods on the premise that their income will not change. Consumers' purchasing behavior is determined by their purchasing intention, while the forming of such purchasing intention will be influenced by other variables.

2.2.3 Consumers' Purchasing Behavior Theory

Consumers' Purchasing Behavior Theory is usually the behavior of individuals or units to purchase products or services in order to meet the needs of individuals, living or production, which will be affected by various factors. [7-12]

3. Empirical Analysis on Consumers' Purchasing Intention of Regional Brand on E-commerce Platforms

In order to obtain relevant data and documents, a total of 300 questionnaires were distributed, then all the questionnaires distributed were collected. Of all the questionnaires, 46 were unqualified while the other 254 were valid, with an effective recovery rate of 84.7%.¹

3.1 Descriptive Statistical Analysis

As we could see from the statistical results of the questionnaire, among 254 respondents, 44.9% of them were men, and the rest 55.1% were women; The age of the respondents was mainly between 21 and 35 years old; Among the respondents, 81.1% of them were of Bachelor's degree, 9.4% of them were of Master's degree or above, 3.9% of them were of junior college for professional degree, 3.1% of them were of high school degree, and the rest 2.4% were of junior high school degree or below; The proportion of consumers with monthly incomes ranging from 3,000 to 5,000 was 40.9% of all the respondents, the proportion of consumers with monthly incomes for below 3,000 was 37.4% of all the respondents, the proportion of consumers with monthly incomes ranging from 5,000 to 8,000 was 6.3% of all the respondents, the proportion of consumers with monthly incomes ranging from 8,000 to 10,000 was 1.2% of all the respondents, the proportion of consumers with monthly incomes for above 10,000 was 3.1% of all the respondents, while the rest 11% were with no incomes; And with regard to the frequency of the shopping online, the proportion of people shopping online for at least once a week was 50.8% of all the respondents, the proportion of people shopping online for at least once a month was 40.2% of all the respondents, the proportion of people shopping online

¹ Limited by the conditions, the academic background for the majority of the survey samples are of Bachelor's degree, and their ages are mainly below 35 years old, which makes the survey conclusions have selective errors. So, it is suggested that a random sampling survey should be carried out according to gender, age, educational background, nature of work and region in the further research.

for at least once a quarter was 3.1% of all the respondents, the proportion of people shopping online for at least once in half a year was 2.4% of all the respondents, while the rest 3.5% of all the respondents were shopping online for once a year or even less.

3.2 The Influence of the awareness on the regional brand on Consumers' Purchasing Intention

Consumers' understanding of regional brands would have different reactions to the marketing of the brands, which will affect consumers' purchasing intention. SPSS software was adopted to carry out various analyses below, with the process table omitted.

3.2.1 Correlation Analysis

The correlation coefficient between the popularity of the regional brand and consumers' purchasing intention was 0.722, and the concomitant probability value of statistical test was less than 0.001, which had indicated that there was a positive correlation between the popularity of the brand and the consumers' purchasing intention.

3.2.2 Regression Analysis

$F=273.867$, and the concomitant probability value was $\rho < 0.001$, which had indicated that there was a linear regression relationship between the popularity of the regional brand and the purchasing intention, while the regression effect was very significant.

$t=16.549$, and the concomitant probability value was $\rho < 0.001$, which had indicated that the regression coefficient test was significant. This also proved that the popularity of the regional brand had a significant influence on the customers' purchasing intention.

3.3 The Influence of the Origin of Regional Brand on Consumers' Purchasing Intention

3.3.1 Correlation Analysis

The correlation coefficient between the origin of the regional brand and consumers' purchasing intention was 0.544, and the concomitant probability value was less than 0.001, which had indicated that there was a positive correlation between the origin of the regional brand and consumers' purchasing intention.

3.3.2 Regression Analysis

$F=15.921$, and the concomitant probability value was $\rho < 0.001$, which had indicated that there was linear regression relationship between the origin of the regional brand and consumers' purchasing intention, while the regression effect was very significant.

$t=11.738$, and the concomitant probability value was $\rho < 0.001$, which had indicated that the regression coefficient test was significant. This also proved that the origin of the regional brand had a significant influence on the customers' purchasing intention.

3.4 The Influence of Online Shopping Environment of the Regional Brand on Consumers' Purchasing Intention

3.4.1 Correlation Analysis

The correlation coefficient between the online shopping environment of the regional brand and consumers' purchasing intention was 0.490, and the concomitant probability value was less than 0.001, which had indicated that there was a positive correlation between the online shopping environment of the regional brand and consumers' purchasing intention.

3.4.2 Regression Analysis

$F=79.717$, and the concomitant probability value was $\rho < 0.001$, which had indicated that there was linear regression relationship between the online shopping environment of the regional brand and consumers' purchasing intention, while the regression effect was very significant.

$t=13.520$, and the concomitant probability value was $p<0.001$, which had indicated that the regression coefficient test was significant. This also proved that the online shopping environment of the regional brand had a significant influence on the customers' purchasing intention.

3.5 The Influence of the Premium of the Regional Brand on Consumers' Purchasing Intention

3.5.1 Correlation Analysis

Among all the respondents, 69.3% of them agreed with the premium on the brand, and the range for accepting the premium was concentrated in 10%-20%, in other words, consumers were willing to buy regional brands within a reasonable range of the premium. The following data analysis was conducted based on a reasonable premium.

The correlation coefficient between the premium on the regional brand and consumers' purchasing intention was 0.407, and the concomitant probability value was less than 0.001, which had indicated that there was positive correlation between the premium on the regional brand and consumers' purchasing intention.

3.5.2 Regression Analysis

$F=37.599$, and the concomitant probability value was $p<0.001$, which had indicated that there was a linear regression relationship between the premium on the regional brand and consumers' purchasing intention, while the regression effect was very significant.

$t=7.933$, and the concomitant probability value was $p<0.001$, which had indicated that the regression coefficient test was significant. This also proved that the premium on the regional brand had a significant influence on the customers' purchasing intention.

3.6 The Influence of the Quality of the Regional Brand on Consumers' Purchasing Intention

3.6.1 Correlation Analysis

The correlation coefficient between the quality of the regional brand and consumers' purchasing intention was 0.808, and the concomitant probability value was less than 0.001, which had indicated that there was positive correlation between the quality of the regional brand and consumers' purchasing intention.

3.6.2 Regression Analysis

$F=475.365$, and the concomitant probability value was $p<0.001$, which had indicated that there was a linear regression relationship between the quality of the regional brand and consumers' purchasing intention, while the regression effect was very significant.

$t=60.088$, and the concomitant probability value was $p<0.001$, which had indicated that the regression coefficient test was significant. This also proved that the quality of the regional brand had a significant influence on the customers' purchasing intention.

4. Countermeasures to Improve Consumers' Willingness to Buy Regional Brands Products

4.1 Countermeasures for the Popularity of the Regional Brand

Firstly, the brand development of agricultural products should be strengthened. As in the construction of Liujiaxia agricultural product brand, the quality of agricultural products must be guaranteed first, and the improvement of farmers' quality is also the key to ensure the quality of agricultural products. For governments, training courses shall be set up for farmers, the awareness of brand promotion and brand maintenance of Liujiaxia agricultural products shall be strengthened, and the capital investment in leading agricultural products enterprises shall be increased, so as to make them play a demonstration effect in the promotion of agricultural products brands.

Secondly, the integrated marketing strategy should be adopted. For governments, the integrated marketing strategy shall be adopted to keep the brand information of Liujiaxia to be consistent with each other in the long term, so that all the brand information will be continuously deepened in the

impression of consumers, and a brand association for consumers will be formed; Also, the integration of brand communication activities, such as advertising, promotion, packaging and after-sales service, shall be carried out, so as to make the brand-related information obtained by consumers through different channels consistent with each other, thus the consumers' cognition on Liujiaxia brand could be strengthened.

4.2 Countermeasures for the Origin of the Regional Brand

Firstly, the government should strictly control the safety for the product quality. The government must attach great importance to the quality and safety system of Liujiaxia products. Also, the product quality inspection mechanism shall be strengthened, and the corresponding quality control standards shall be implemented, so as to lay an objective foundation for the construction of a sound image for the origin of Liujiaxia brand.

Secondly, the tourism industry in Liujiaxia should be vigorously developed. Liujiaxia is rich in tourism resources, but its awareness for creating a famous tourism brand is far from enough. The government shall strengthen its macro-management. The preferential policies for tourism development shall be issued and published and a modern tourism development mechanism shall be established. Moreover, the overall planning, promotion and marketing supervision shall be handled in an organized manner.

4.3 Countermeasures for the Purchasing Environment of the Regional Brand

Firstly, relevant laws and regulations should be improved so as to create a sound environment for online shopping. For government, relevant laws and regulations shall be further improved, and various issues that may hinder the development of Liujiaxin regional brand on e-commerce platforms shall be regulated and restricted.

Secondly, a new shopping online mode should be adopted. The government and local enterprises should improve their capability in providing their vertical websites and one-stop services, for example, the new live mode from Taobao could be adopted in the explanation and demonstration of Liujiaxia and Liujiaxia brand products and the questions from the consumers could be directly answered. Also, through the live mode, consumer's interests on Liujiaxia and Liujiaxia brand products could be arouse with a more comprehensive and more truthful understanding. Thus, the transparency on the products could be improved, and the information asymmetry could be reduced, so that the consumers' trust on Liujiaxia brand could be arouse and developed.

4.4 Countermeasures for Premium on the Regional Brand

Firstly, the quality of the products in Liujiaxia should be improved. Product quality, as a critical force to deal with all problems, is also the key to improve the premium capability of products.

Secondly, the expected value of Liujiaxia products in the psychology of consumers should be enhanced. The development of Liujiaxia brand should be emphasized on the core value of the brand, the inner association and cognition of the consumers could be impressed with the unique core value of the brand, and the expected value of consumers on the brand shall be continuously improved, thus the premium capability of Liujiaxia brand could be enhanced.

Thirdly, a reasonable premium scheme shall be formulated. The consumers' acceptance of premium was centered in a certain degree. According to the results from the investigation, the reasonable premium range of Liujiaxia regional brand is currently between 10% and 20%.

4.5 Countermeasures for Quality of the Regional Brand

Firstly, the product quality supervision system shall be strengthened. The Liujiaxia regional brands are mainly concentrated on agricultural products. Advanced testing instruments, such as pesticide residue rapid tester and gas chromatograph, should be equipped for agricultural product quality testing institutions, so as to strictly control the quality of agricultural products; At the same time, industry and commerce, quality inspection and other departments shall actively carry out market inspections to rectify and regulate the market orders of the agricultural products.

Secondly, the management of agricultural production areas should be strengthened. The quality of soil, water and atmospheric environment in agricultural product areas should meet the requirements for agricultural product quality and production safety. Also, the environmental safety monitoring of agricultural production areas should be established and improved, and the monitoring stations should be set up in carrying out the safety monitoring and early warning on the safety of the agricultural products.

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