

An Exploration of Influencing Factors on the Consumption of Organic Agricultural Products for Family Dining Tables under the O2O Model

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Abstract: Based on the O2O model, this study focuses on the current situation of organic agricultural product consumption for family dining tables. Through the analysis of consumers' behavioral characteristics, it is found that health awareness, environmental awareness, price sensitivity, brand awareness and organic agricultural product awareness are the main influencing factors. This provides important references for organic agricultural product manufacturers to optimize strategies and meet consumer needs, and helps to promote the development of the organic agricultural product market under the O2O model.

Keywords: Consumer behavior; Family dining tables; Organic agricultural products; O2O model

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1. Background and significance

In recent years, food safety issues have aroused widespread concern. Organic agricultural products are highly favored by consumers due to their characteristics of being pollution-free and free of pesticide residues. According to data from China Economic Net on November 7, 2021, China's organic food market is growing at an annual rate of 25%, indicating its huge potential. The O2O model, by integrating online and offline resources, provides consumers with a convenient purchasing experience and has become an important way to promote the popularization of organic agricultural products. Analyzing consumers' behavioral characteristics helps enterprises optimize marketing strategies and enhance market competitiveness.

2. Overview of relevant theories

2.1. O2O model

The O2O model, short for Online to Offline, refers to a new business model that combines offline business

opportunities with the Internet through the Internet, making the Internet a front desk for offline transactions^[1]. Online platforms provide various services and product information to guide people to consume in offline physical stores. The O2O model blurs the boundary between online and offline, providing people with more convenience and choices. The characteristics of the O2O model are mainly reflected in three aspects: integration of online and offline; convenience and efficiency; precision marketing.

2.2. Organic agricultural products

Organic agricultural products are a type of special agricultural products whose production process strictly follows the principles and standards of organic agriculture. These principles and standards include the use of natural fertilizers and pesticides without chemical synthetic substances, protection of soil ecological balance, and prohibition of genetically modified technology^[2]. During the processing process, they need to meet the standards of organic food, no artificial synthetic additives can be added, and they must pass the strict certification of organic food certification institutions to be called ‘organic agricultural products’. The characteristics of organic agricultural products are mainly reflected in three aspects: pollution-free and free of pesticide residues; rich in nutrition and good in taste; environmentally friendly and sustainable production process^[3].

2.3. Consumption

Consumption, which is what people commonly call ‘shopping’, refers to the consumption and expenditure of goods and services by people to meet their material, cultural and spiritual needs. It is an important and final link in the process of social reproduction. Consumption plays a crucial role in economic development and is one of the core driving forces of economic growth^[4]. Its role is mainly reflected in three aspects: stimulating domestic demand and promoting economic growth; enhancing economic resilience and coping with external shocks; improving people’s well-being and promoting social harmony^[5].

With the continuous improvement of people’s awareness of health, environmental protection and sustainable development, the consumption of organic agricultural products has shown a trend of rapid growth worldwide. Especially in China, with the improvement of living standards and the change of consumption concepts, organic agricultural products have become the first choice for more and more family dining table consumers^[6].

3. Current situation of organic agricultural product consumption for family dining tables under the O2O model

Under the O2O model, the consumption of organic agricultural products for family dining tables shows an obvious growth trend^[7]. With the improvement of living standards and the popularization of the concept of a healthy life, more and more consumers have begun to choose organic agricultural products to meet their demand for a high-quality life^[8]. In addition, the development of the O2O model provides consumers with a more convenient and efficient consumption method, and also brings more traffic and revenue to merchants. However, the relatively high price of organic products reflects consumers’ recognition of product safety and reliability from one aspect^[9]. However, there are four main factors affecting the consumption of organic agricultural products for family dining tables: consumer perspective; product perspective; market channel perspective; promotion and marketing perspective^[10].

4. Analysis of influencing factors on organic agricultural product consumption for family dining tables

4.1. Impact of consumers' individual factors

4.1.1. Health awareness

With the progress of society, the improvement of people's living standards, and the post-pandemic era, consumers are increasingly focusing on health issues related to their dining tables. The impact of their health awareness on purchasing behavior has gradually become an important factor ^[11]. Consumers with strong health awareness pay more attention to the safety and nutritional value of food when shopping. They believe that organic agricultural products follow strict standards during production and reduce the use of chemical pesticides and fertilizers, thus being beneficial to health. Therefore, to meet their pursuit of a healthy life, such consumers are more inclined to purchase organic agricultural products ^[12].

4.1.2. Income level

Consumers' income level directly affects their consumption capacity and choices. Generally, for organic agricultural products with relatively high prices, the higher the consumers' income level, the stronger their purchasing power ^[13]. Since organic agricultural products adhere to strict environmental and ecological standards during production, their production costs are relatively high, leading to higher prices. For consumers with lower income levels, purchasing organic agricultural products may increase their living burden ^[14]. However, consumers with higher income levels have stronger affordability for the price of organic agricultural products and are thus more willing to choose such products.

4.1.3. Education level

The higher the consumers' education level, the higher their awareness and acceptance of organic agricultural products. The reason is that consumers with higher education have stronger ability to obtain information and make judgments. They can learn about the advantages and characteristics of organic agricultural products through various channels. At the same time, they usually pay more attention to the quality of life and healthy diet, and are willing to make more efforts to pursue a higher-quality life. Therefore, such consumers have a better understanding of organic agricultural products and are more likely to accept and purchase them ^[15].

4.2. Impact of product factors

There are three main aspects of product factors:

- (1) For consumers, quality is the primary factor in choosing organic agricultural products. Fresh organic agricultural products have a more delicious taste, no pesticide residues, and are healthier. Therefore, high-quality organic agricultural products are more likely to attract consumers' attention;
- (2) Although the quality of organic agricultural products is recognized by the public, their price advantage is not very obvious. Regarding the price difference between organic agricultural products and ordinary agricultural products, consumers will make certain comparisons when purchasing and tend to buy products with higher cost-effectiveness;
- (3) Among numerous organic agricultural products, well-known brands are more trusted by consumers. Because well-known brands not only represent good quality but also stand for credibility. Organic agricultural products with a good reputation and high popularity are more likely to win consumers' favor.

4.3. Impact of channel factors

4.3.1. Convenience of online channels

The convenience of online channels is one of the factors affecting consumers' purchase of organic agricultural products. Consumers can shop anytime and anywhere through devices such as computers and mobile phones, without going to physical stores, which saves time and energy. Online channels provide more product information and choices; consumers can make purchase decisions by searching, comparing, and checking other users' reviews. In addition, online channels can also provide personalized recommendations and customized services to meet consumers' personalized needs.

4.3.2. Experiential nature of offline channels

Although offline channels are slightly less advantageous than online channels in terms of convenience, they still have a certain appeal. The experiential nature of offline channels is also one of the important factors affecting consumers' purchase of organic agricultural products. Consumers can visit farms or stores in person to experience the quality of products and services firsthand. Offline channels can provide physical displays and tastings, allowing consumers to understand the appearance, taste and quality of products more intuitively. Moreover, offline channels can also provide professional consultation and suggestions to help consumers better choose organic agricultural products that suit them.

4.3.3. Trustworthiness of channels

Whether it is online or offline channels, consumer trustworthiness serves as an intermediary variable affecting consumers' purchase of organic agricultural products. Consumers tend to buy organic agricultural products through channels with higher trustworthiness, because such channels can better ensure the quality and safety of organic agricultural products. For online channels, consumers usually refer to other consumers' ratings and reviews to judge the trustworthiness of the channel; if an online channel has a good reputation and high ratings, consumers will be willing to buy organic agricultural products there. For offline channels, consumers usually purchase organic agricultural products by choosing brands or merchants with good reputation and credibility.

4.4. Impact of promotion factors

4.4.1. Promotional activities

In the organic agricultural product market, promotional activities are one of the important factors affecting consumers' purchasing behavior. Preferential measures such as discounts, full-reduction offers, and free gifts make consumers more inclined to purchase during promotional periods. These activities significantly reduce consumers' purchase costs, thereby greatly enhancing their purchase willingness. Merchants attract more consumers' attention through attractive discounts and relevant promotional methods, prompting them to choose to buy.

4.4.2. Word-of-mouth marketing

In the organic agricultural product market, word-of-mouth marketing is one of the key factors influencing consumers' purchase decisions. Consumers have a higher consumption preference for organic agricultural products with a good reputation. Word-of-mouth, such as recommendations from friends and online reviews, is an important channel for consumers to obtain product information. Consumers have more trust in organic agricultural products with a good reputation, which increases their purchase willingness. Therefore, enterprises

should focus on product quality and services, and actively respond to consumers' feedback and evaluations to build a good reputation.

4.4.3. Brand promotion

In the organic agricultural product market, brand promotion is one of the important factors affecting consumers' purchasing behavior. Consumers have a strong tendency to buy products with high brand awareness. Brand promotion can improve the popularity and reputation of products, further enhancing consumers' understanding and trust in the products. Through effective brand promotion strategies, enterprises can convey the advantages and characteristics of their products to consumers, improving consumers' recognition and identification of the products. At the same time, brand promotion can also help enterprises establish a good image and enhance their market competitiveness.

5. Development suggestions for promoting consumption under the O2O model

Through the above analysis, it is found that expanding the consumption of organic agricultural products for family dining tables requires efforts in the following five aspects.

5.1. Strengthen consumer education and promotion

Improving consumers' awareness of organic agricultural products by holding health lectures, distributing promotional materials, and organizing experience activities helps consumers understand the advantages of organic agricultural products and enhances their willingness to purchase.

5.2. Optimize product quality and cost control

Strengthening production management, upgrading technical capabilities, and optimizing the supply chain to improve the quality and output of organic agricultural products while reducing production costs enables organic agricultural products to meet consumer needs at a reasonable price and enhance market competitiveness.

5.3. Enhance brand building and influence

Expanding brand promotion, raising the quality of branded products, and optimizing brand-related services can effectively increase brand awareness and reputation. As consumer trust in a brand grows, they are more likely to consider and select that brand's organic agricultural products, thereby fostering greater brand loyalty and purchase preference.

5.4. Perfect online and offline channel construction

Enhancing the construction of online platforms, improving the service quality of offline stores, and implementing integrated online-offline marketing initiatives are essential for strengthening market performance. Optimizing both online and offline channels can increase accessibility and enhance the overall consumer experience, thereby strengthening purchase intention and promoting the sales of organic agricultural products.

5.5. Innovate promotion and marketing strategies

Measures, such as launching promotional activities, like discounts, full-reduction offers, and free gifts and conducting word-of-mouth marketing and brand promotion helps improve the market competitiveness of

organic agricultural products, attract more consumers' attention and purchases, and further expand the market share.

6. Conclusion

In general, to promote the consumption and development of organic agricultural products for family dining tables under the O2O model, it is necessary to strengthen consumer education and promotion to improve consumers' awareness of organic agricultural products; upgrade the production technology of organic agricultural products to reduce their prices and enhance cost-effectiveness; and improve the construction of sales channels for organic agricultural products to provide better shopping experience and services.

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