

Research on the Purchase Intention and Influencing Factors of Brand ecological Agricultural Products

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Abstract: Branding ecological agricultural products can not only meet consumers' demand for high-quality agricultural products, but also an effective way to promote agricultural and rural economic development and achieve sustainable utilization of resources. First, analyze the development and consumption status of brand ecological agricultural products. Secondly, through the analysis of the product cognition, product quality, brand building and consumer purchase intention of the brand ecological agricultural products. Then it is found that: consumer income level, education level, price of brand ecological agricultural products and consumer awareness are important influencing factors of consumers' purchase intention, and the growth environment, cultural background and packaging of agricultural products themselves also have different degrees of influence; Nearly half of consumers maintain a trusting attitude towards all links of the whole industrial chain of branded ecological agricultural products; consumers' purchase intention and decision-making behavior of branded ecological agricultural products are influenced by their family's healthy consumption purpose, purchase channels and information sources. Finally, it is suggested to strengthen the cultivation of brand ecological agricultural products; formulate personalized marketing strategies; carry out various publicity activities to improve consumer awareness; strengthen market supervision; strictly control product quality; reduce production costs to meet public needs.

Keywords: Ecological agricultural products, Consumption willingness, Influencing factors.

1. Introduction

In recent years, with the increase in the income of Chinese residents and the continuous upgrading of the consumption structure, the consumer demand for agricultural products has increasingly changed from "quantity type" to "quality type". High-quality branded ecological agricultural products have gradually become the object of enthusiastic pursuit of consumers due to the characteristics of their production methods that do less damage to the environment and are beneficial to health. On February 22, 2022, the Central Committee of the Communist Party of China and the State Council issued the "Opinions on Doing a Good Job in Comprehensively Promoting the Key Work of Rural Revitalization in 2022", which proposed to carry out the improvement of agricultural varieties, quality improvement, and brand building to improve agricultural quality, efficiency and competition. It is not difficult to see that branding ecological agricultural products is not only a direct way to meet consumers' demand for high-quality agricultural products, but also an effective way to promote rural economic development and achieve sustainable utilization of resources. With the rapid development of China's economy today, the overall purchasing power of branded ecological agricultural products is not high. It is necessary to further improve the purchasing power of consumers. Studying the influencing factors of the purchasing intention of branded ecological agricultural products can help deepen the understanding of consumers' knowledge of agricultural products. In order to strengthen the brand building of ecological agricultural products, consumers are willing to take the initiative to purchase branded ecological agricultural products and increase consumers' purchase behavior of branded ecological agricultural products.

2. Literature Review and Theoretical Basis Analysis

2.1. Literature Review

Ecological agricultural products refer to the harmless and nutritious agricultural products produced under the premise of protecting and improving the agricultural ecological environment, following the laws of ecology and ecological economics, using systematic engineering methods and modern science and technology, and intensively managed agricultural development models. It mainly includes green food, organic agricultural products and pollution-free agricultural products [1]. In 1950, David Ogilvy first proposed the concept of brand [2], and then more and more scholars began to pay attention to brand-related issues and conduct research on issues such as brand equity, brand value, and brand equity.

The research on the branding of agricultural products mainly focuses on three aspects: First, the research on the connotation, characteristics and functions of agricultural product brands. Zhang Xiaojuan (2013) proposed that agricultural product brands can be divided into broad agricultural product brands and narrow agricultural product brands. Narrow agricultural product brands refer to the product brands registered by enterprises engaged in the agricultural industry for their own products, referred to as agricultural product brands for short. In a broad sense, agricultural product brands refer to all the signs that can reflect the functional value of agricultural products and other attributes [3]. The agricultural product brand referred to in this article is the agricultural product brand in a broad sense. Feng Lin and Qin Yan (2011) pointed out that the production area is the biggest difference in the components of brand identification between agricultural products and industrial

products [4]. Zeng Weiqiu (2006) pointed out that the branding of agricultural products makes the branded agricultural products have a relative market monopoly and stronger competitiveness [5].

The second is to evaluate the brand value of agricultural products and analyze the influencing factors. Cheng Dongxiang et al. (2017) constructed an ecological regional brand evaluation system through literature co-word analysis, and used factor analysis to analyze and find aspects such as environmental protection investment, environmental protection product guarantee, leading brand advocacy, ecological resource utilization, green technology application and ecological policy support. It has a greater impact on ecological brand building [6]. Ma Siyan et al. (2019) used AHP to construct an evaluation system for beef brand building in Hebei Province using a total of 16 indicators in five aspects: production and processing environment, beef quality, brand marketing, corporate status and policy environment. A comprehensive evaluation was carried out [7]. Chen Hong (2021) chose qualitative comparative analysis (QCA) to focus on agricultural product brands in some provinces, identified six conditional variables, and analyzed the endogenous power and external factors behind the brands [8]. The third is the strategic study of agricultural product brands. Liu Yanrong and Song Jiankun (2017) based on the perspective of resource endowment, combined with the empirical analysis and research of "Zigui navel orange", and explored the brand promotion strategy of characteristic agricultural products from the natural ecology, human history, industry and products and other resource elements [9]. Zhou Xuyuan (2020) proposed to build the Yanan cucumber geographical indication brand focusing on the concept of brand symbol design, the idea of brand packaging planning, and the choice of brand communication paths, and used the backbone brand structure model of "advantage commercial brand & regional industrial brand" and The commercial brand community operation mode enhances the brand competitiveness of the ecological agricultural product brand strategy [10]. Hou Hongmei (2021) analyzed the shaping of local characteristic agricultural product brands from the perspective of information asymmetry, extending the industrial chain and high-quality development [11]. Wu Weisheng and Chi Yunping (2021) analyzed the brand construction and management path of agricultural enterprises under the background of "Internet +" in the new era [12].

As far as the consumers' purchase intention of ecological agricultural products is concerned, the existing literature mainly focuses on the following two aspects: one is to analyze consumers' purchase intention from the perspective of agricultural products, that is, the cognition and attitude to perceived value of green (organic) agricultural products. Zhou Hua and Wang Duchun (2019) found that consumers' cognition level, health and environmental protection awareness, behavioral attitude, subjective norm, and perceived behavioral control of green vegetables significantly affect the purchase intention of green vegetables [13]. Luan Xiaomei (2021) revealed that reliability perception and service atmosphere perception in the perceived quality of green agricultural products significantly affect consumers' purchase intention [14]. The second is to analyze from the perspective of consumers' personalization, that is, the influence of consumers' gender, age, education level, and other factors on their purchase intentions. Wang Kexi and Diana (2017) used the Logit model to analyze

consumers' willingness to purchase green fresh agricultural products online, and found that consumers' gender, education level, monthly income, Internet age, and their own health and other factors had a significant positive impact on online purchases of fresh agricultural products. The age of consumers and the price of agricultural products have a significant negative impact on online shopping intentions [15]. Chen Qiannan (2019) found that factors such as marital status, family health, product quality, product price, advertising, freshness, packaging appearance, popularity of the place of production, and recommendations from people around them had a significant impact on consumers' purchasing behavior of safe pork [16].

To sum up, more and more scholars pay attention to the branding of agricultural products and consumers' willingness to buy ecological agricultural products, but the existing literature mainly focuses on the research on the branding of agricultural products, and there are few researches on the branding of ecological agricultural products, while the research on the branding of ecological agricultural products is less. There are few studies on the effect of branding on consumers' purchase intention. And the literature on consumers' purchase intention of ecological agricultural products mainly analyzes and explores consumers' purchase intention from the perspective of agricultural products or consumers, and there are few literatures that analyze consumers' purchase intention from the perspective of ecological agricultural product branding. Based on this, this project firstly constructs the theoretical framework of the influence of branded eco-agricultural products on consumers' purchase intention on the basis of extensive reading of relevant domestic and foreign literatures. Secondly, analyze the status quo of ecological agricultural product brand building, and then conduct a questionnaire survey to analyze the influencing factors of brand ecological agricultural product purchase intention, so as to explore the mechanism and influencing factors of brand ecological agricultural product consumer purchase intention, in order to effectively develop and promote ecological agricultural product branding construction a useful reference in order to further promote the modernization of agriculture and rural areas.

2.2. Theoretical Framework of Consumers' Purchase Intention and Purchase Behavior

2.2.1. Consumer Purchase Intention and Influencing Factors

Will mainly refers to the subjective intention of people to make a specific action, which refers to a motivation of people. The purchase intention belongs to a category of intention, which refers to the subjective intention of consumers to choose a certain commodity, and is the main indicator for predicting consumer behavior.

(1) External factors. Social class consumers' income, occupation, ideas, etc. can reflect the social class of consumers, which is also an important factor affecting consumers' purchase willingness and behavior of ecological agricultural products. Lifestyle habits, lifestyle, etc. will also affect consumers' purchasing behavior of ecological agricultural products. For example, whether consumers are accustomed to buying agricultural products in supermarkets may affect their consumption behavior of ecological agricultural products. However, in general, it is not as convenient to go to the supermarket to buy agricultural products as other places such as farmers' markets. At this time,

consumers' convenience preferences may affect consumers' purchasing behavior. The surrounding groups of consumers, including reference groups and family members, also have a great influence on their purchasing intentions and behaviors of ecological agricultural products. In particular, the consumption of ecological agricultural products is still in its infancy, and consumers have not yet formed consumption consciousness and consumption habits. Therefore, reference groups and family members may have an important impact on consumers' purchase intentions and behaviors under the influence of conformity or comparison. Reference groups and family members have a language-directed and action-influencing role for consumers. The former refers to the dissemination of knowledge or information advice on ecological agricultural products, encouraging or requiring consumers to buy ecological agricultural products, etc. We call it the opinions of others. The latter is behavior-oriented. When consumers seek social recognition and imitate group behavior consciously or unconsciously, the buying atmosphere of ecological agricultural products within the group will have an impact on consumers' purchasing intention and behavior. Therefore, other people's opinions and buying atmosphere will also be important factors that affect consumers' willingness to buy ecological agricultural products and their buying behavior.

(2) Internal factors. Consumers' decision to buy a product depends on their knowledge of the product. Under normal circumstances, consumer cognition is the consumer's understanding and experience of product information, which is composed of consumers' own cognition based on the objective function of the product. The factors that constitute consumer cognition include not only the objective attributes of the product, but also the subjective understanding and attitude of consumers. It can even be said that in the case of information asymmetry, it is difficult for consumers to fully understand the objective information of the product. At this time, consumers can only rely on a small amount of information to generate a large amount of subjective understanding and cognition, and rely on these subjective cognitions to develop consumption decisions. Risk perception refers to the consumer's perception of the health risk caused by the consumption of agricultural products. Consumers' perceptions of the risks of consuming agricultural products also affect their purchasing intentions and behaviors. Consumers choose ecological agricultural products because only ecological agricultural products can provide some of their needs. Generally these needs may include safety and health needs, novelty needs and elegance needs. Safety and health needs are the most important needs that ecological agricultural products can provide to consumers. It should be noted that when it comes to the purchase of ecological agricultural products, health risk awareness will have a great impact on consumers' purchasing behavior. If consumers do not care about their own safety and health or do not understand the relationship between the consumption of agricultural products and health, he will not need ecological agricultural products. This means that consumers' health risk awareness and awareness of the relationship between the

consumption of agricultural products and health risk degree cognition measure in the degree of consumer demand for ecological agricultural products. Health risk awareness is the consumer's response to risks that may threaten their health and life. Different consumers may react differently to the same risk due to their different health risk awareness. Therefore, even though consumers know that general agricultural products have health risks, their purchasing intentions and purchasing behaviors will be different because of their different health risk awareness.

2.2.2. Theoretical Model of Consumer Purchase Intention and Purchase Behavior of Ecological Agricultural Products

Taking brand ecological agricultural products as the research object, according to consumers' cognitive theory and purchasing decision-making behavior theory, a theoretical model of consumers' willingness to purchase brand ecological agricultural products and influencing factors is constructed. The purchase intention and purchase behavior of ecological agricultural products are affected by both internal and external factors. The former mainly includes health risk awareness, risk perception, victimization experience, purchase location, convenience preference, etc. The latter mainly includes age, gender, income, education and occupation. Such factors can reflect the cultural and social class of consumers, the opinions of others and the buying atmosphere of the surrounding groups. In addition, consumer input and manufacturer input are also factors that have actual impact. The former includes information collection and comprehensive evaluation, and the latter includes product production, processing, sales, supervision, price, channels, promotion and advertising. The post-purchase experience consumers will store the information obtained from the previous purchase experience as experience, and then can feedback and guide future purchase behavior.

3. Current Situation Analysis

3.1. Development Status of Brand Ecological Agricultural Products

In recent years, all parts of the country have focused on the ecological agriculture industry, accelerated the transformation of agricultural development methods, and promoted the high-quality development of agriculture. In 2019, at the 17th China International Agricultural Products Fair, the "Catalogue of Chinese Agricultural Brands" was officially released, and the number of brands reached 300. All 300 brands are regional public brands and most are single product origin brands. 99% (298) of the 300 brands are public brands at the county and city level, and there are only 2 public brands at the provincial level, namely Ningxia Rice and Liaoning Ginseng. These 300 brands are divided into 11 categories, among which fruit brands, Grain brands, tea brands, vegetable brands, and livestock and poultry brands ranked in the top five, with 81, 46, 33, 31, and 30 brands, totaling 221, accounting for 73.7% of all brands.

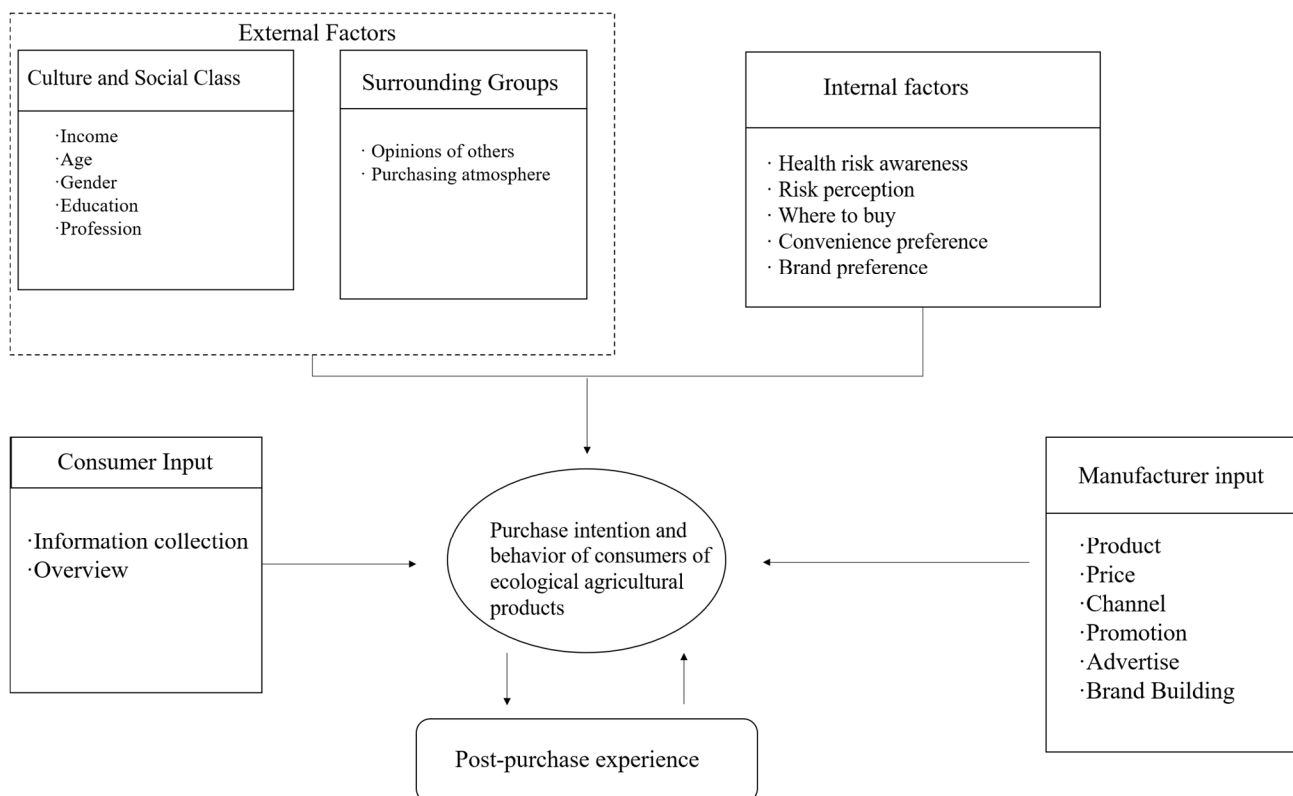


Figure 1. Theoretical Framework of Purchase Intention of Ecological Agricultural Products Consumption

Due to the outbreak of the new crown epidemic, the application and selection of the 2020 "China Agricultural Brand Catalog" has been affected to a certain extent. Only 108 agricultural product brands have been selected due to the improvement of the standard, and there is not much coherence with the 2019 catalog. The selected categories have been reduced from 11 categories in 2019 to 5 categories in 2020; the selected brands have been greatly reduced from 300 in 2019 to 108 in 2020. Ecological agricultural products cover planting, livestock and poultry, aquatic products and other bulk agricultural products and processed foods. Rice, flour, soybeans, fruits, edible fungi, etc. account for 5% to 10% of the total amount of similar products, and the market share of machine-made sugar, edible salt and other products exceeds 25%.

3.2. Consumption of Branded Ecological Agricultural Products

Due to the numerous offline sales channels of branded ecological agricultural products, statistics are difficult. Given that Taobao is the largest e-commerce platform in China, it accounts for 75% of the market share of China's agricultural products e-commerce. Although there is no annual sales data of 300 brands of agricultural products on platforms such as Pinduoduo, JD.com, Douyin, and Kuaishou, Taobao's data is enough to illustrate the problem. Comparing the data in 2018, 2019, and 2020 horizontally, we can see that: the unit price of customers is constantly decreasing; the repurchase rate is also decreasing; the per capita consumption is still decreasing; the number of brand stores is growing rapidly, but the average annual store sales are declining; the total sales volume of agricultural products listed in the 300 brand catalogues on Taobao Tmall platform accounts for a continuous decline in the annual sales of Ali-based agricultural products, from 2.33% (2018), 1.95% (2019) to 1.38% (2020); the proportion of total online retail sales is less than 0.04%, and it is also slowly

declining; the total sales volume of 300 agricultural product brands accounts for a very low proportion of total social retail sales, only 0.01%, but it is slowly rising. This shows that although there is a huge potential market for Chinese branded ecological agricultural products, the actual consumption of branded ecological agricultural products by Chinese consumers is not high, which is a thought-provoking problem. Does the branding of ecological agricultural products have an impact on consumers' willingness to purchase, how to exert the influence, and to what extent, and what factors affect the willingness to consume branded ecological agricultural products? These issues require further analysis.

4. Questionnaire Survey on Consumer Brand Ecological Agricultural Products Purchase Intention and Influencing Factors

Consumers' purchase behavior of branded ecological agricultural products is an individual behavior. The validity of the individual data obtained by analyzing the field research is the premise of making the conclusions of this social practice research real and effective. This section mainly analyzes consumers' purchase behavior and purchase intention of branded ecological agricultural products from the perspective of mathematical statistics.

4.1. Basic Information of The Questionnaire Survey

On the basis of reading relevant industry research reports and related literature, in December 2021, pre-investigation activities will be carried out in communities and supermarkets near the East Campus of Anhui University of Finance and Economics. Purchase situation. In addition, around the hypothesis, set the questions, determine the distribution method and distribution volume of the questionnaire. After

the completion of the questionnaire design, 50 questionnaires were distributed tentatively, and the answers were collected and answered, and the existing problems in the questionnaires were corrected in time, and finally a formal questionnaire was formed.

Formal research is carried out by means of interviews and questionnaires. The survey population is mainly aimed at effective purchasers, that is, those who have actual purchasing behaviors and those who have actual purchasing behaviors. The focus of this survey is to study the impact of branded ecological agricultural products on consumers' purchase intention. Therefore, ecological agricultural product franchise stores and supermarkets are selected as the research sites, and considering the dispersion of the data samples, leisure parks, squares and residences are selected as the research sites. location to make the obtained data more representative. A total of 300 questionnaires were distributed in this survey, 271 valid questionnaires were recovered, and the sample efficiency reached 90.33%. According to the recovered questionnaires, in terms of age, gender, income and other consumer demographic characteristics, the scope of the survey is relatively wide, which is basically consistent with the actual situation of the current social structure in the surveyed area, and can be used for analysis. From the perspective of consumers' concern, the revised questionnaire is mainly based on the individual characteristics of consumers, and different questions are designed to understand consumers' cognitive attitudes, risk perceptions, health risk awareness and purchase intentions about branded ecological agricultural products etc., provide reliable data for subsequent conclusions and recommendations.

4.2. Statistical Description of Individual Characteristics of Consumers

(1) Gender. Among the surveyed population, 51.22% were female consumers and 58.78% were male consumers. 9.99% of female consumers said they were very willing to buy branded ecological agricultural products, 6.41% of male consumers said they were very willing to buy branded ecological agricultural products; 17.5% of female consumers said they were willing to buy branded ecological agricultural products, and 16.7% of male consumers said they were willing to buy branded ecological agricultural products. Generally, because women are the main buyers in family life, they are more concerned about the quality of ecological agricultural products than male consumers, and are more inclined to accept branded ecological agricultural products. However, it can be seen from the data that the purchase ratio of female consumers is almost the same as that of male consumers, and consumers' willingness to purchase branded ecological agricultural products is less affected by consumers.

(1) Age. This survey is mainly aimed at valid groups of people who have both purchasing intention and purchasing ability, so students and the elderly over 70 years old are excluded. The questionnaire divides the age into 5 stages: 3 people under the age of 18, accounting for 1.11% of the valid sample; 61 people aged 18-30, accounting for 22.51% of the valid sample; 108 people aged 30-45, accounting for 39.87% of the valid sample; 99 people aged 45-60, accounting for 36.53% of the valid sample; 3 people over 60 years old, accounting for 1.11% of the valid sample, the sample selection population is reasonably dispersed.

4.2.1. Education Level

The questionnaire divides the educational level into 4 levels. Statistics show that the educational level is relatively concentrated, mainly undergraduate and above, accounting for 73.43% of the valid samples. There are only 23 students from junior high school and below, accounting for 8.49%. There are 49 people with high school or high school education, accounting for 18.08% of the valid sample; 157 people with college or undergraduate education, accounting for 57.93% of the valid sample; 42 people with postgraduate education or above, accounting for 15.50% of the valid sample.

4.2.2. Monthly Household Income

The survey divides the household monthly income of the respondents into five levels: 16 people below 2,000 yuan, accounting for 5.9% of the valid sample; 87 people from 2001-5,000 yuan, accounting for 32.1% of the valid sample; 94 people from 5,001-8,000 yuan, accounting for 34.69% of the valid sample; 58 people from 8,001-100,000 yuan, accounting for 21.40% of the valid sample; 16 people above 100,000 yuan, accounting for 5.9% of the valid sample, and their income is mainly concentrated in the middle-income level. In general, the gender and age of consumers have a lower influence compared with consumers' income level and education level, while consumers' income level and the price of brand ecological agricultural products are important influencing factors.

5. Analysis of the Influencing Factors of Consumers' Willingness to Purchase Branded Ecological Agricultural Products

Based on the theoretical framework of consumers' purchase intention and purchase behavior, it is not difficult to find that consumers' cognition of branded ecological agricultural products, product quality, brand building and consumer purchase intention are the four important influencing factors of consumers' purchase intention. Therefore, this section specifically focuses on 7 dimensions including consumers' perception of brand ecological agricultural products, trust in each link of the supply chain and regulatory authorities, perception of product quality, purchase channels and sources of information, brand perception and willingness to purchase to analyze the influencing factors of consumers' willingness to purchase branded ecological agricultural products.

5.1. Consumers' Attitude Towards Brand Ecological Agricultural Products

According to the results of the questionnaire survey, in the survey on the accuracy of distinguishing the difference between ecological agricultural products and ordinary agricultural products, 48.78% of consumers said they were generally able to distinguish, 13.41% said they were more distinguishable, and 3.66% said they could completely distinguish. 56.1% of consumers said they had a general understanding of branded ecological agricultural products, 15.85% of consumers said they had an understanding of branded ecological agricultural products, and 4.88% of consumers said they had a good understanding of branded ecological agricultural products. This shows that at this stage, consumers have a relatively low understanding of ecological agricultural products, and their cognition of brand ecological agricultural products is not clear enough. For unfamiliar

products, it is difficult to stimulate consumer demand for them, so the purchase intention of branded ecological

agricultural products is low.

Table 1. Consumers' cognitive attitudes towards brand ecological agricultural products

		very ignorant	don't understand	general understand	understand	understand very well
Degree of distinction between ordinary and ecological agricultural products	number of people	36	56	132	36	10
	proportion	13.41%	20.73%	48.78%	13.41%	3.66%
The degree of understanding of the brand ecological agricultural products	number of people	23	40	152	43	13
	proportion	8.54%	14.63%	56.10%	15.85%	4.88%

5.2. Consumers' Trust in Each Link of The Supply Chain of Branded Ecological Agricultural Products

From the perspective of the whole industry chain from the production to sales of branded ecological agricultural products, it is found that: 46.34% of consumers express general trust, 40.24% express trust, and 6.1% express complete trust, that is, close to half of consumers trust the branded agricultural products produced by farmers; 56.1% of

consumers trust branded ecological agricultural products and food processing companies, 56.1% express general trust, 31.71% express trust, and 6.1% express complete trust; consumers trust the sales channels of branded ecological agricultural products 51.22% expressed general trust, 37.8% expressed trust, and 4.88% expressed complete trust. Compared with the degree of trust in the production of branded ecological agricultural products by farmers, the degree of trust in food companies and sales channels has decreased.

Table 2. Consumers' trust in the whole industry chain of branded ecological agricultural products

		very distrustful	distrust	general trust	trust	complete trust
trust in farmers	number of people	7	13	126	109	17
	proportion	2.44%	4.88%	46.34%	40.24%	6.10%
Trust in food companies	number of people	3	13	152	86	17
	proportion	1.20%	4.88%	56.10%	31.71%	6.10%
Trust in sales channels	number of people	3	13	139	102	13
	proportion	1.22%	4.88%	51.22%	37.80%	4.88%

5.3. Consumers' Trust in The Brand Ecological Agricultural Product Safety Supervision (Certification) Department

Consumers' trust in government departments that manage ecological agricultural products, 42.68% expressed general trust, 36.59% expressed trust, and 13.41% expressed complete trust, which is the highest degree of trust in all links.

For consumers' trust in ecological agricultural product certification agencies, 46.34% expressed general trust, 31.71% expressed trust, and 12.2% expressed complete trust, of which the degree of complete trust was the highest among all links. The brand building of ecological agricultural products should consider the certification of relevant institutions to increase the brand credibility of ecological agricultural products, thereby expanding the brand influence.

Table 3. Consumers' trust in the safety supervision of brand ecological agricultural products

		very distrustful	distrust	general trust	trust	complete trust
Trust in government departments	number of people	3	17	116	99	36
	proportion	1.22%	6.10%	42.68%	36.59%	13.41%
Trust in the certification body	number of people	7	20	126	86	33
	proportion	2.44%	7.32%	46.34%	31.71%	12.20%

5.4. Consumers' Perception of The Quality and Safety of Agricultural Products

According to the results of the questionnaire, 92.68% of consumers said that environmental pollution would affect the nutrition and safety of agricultural products, and 78.05% of consumers said they were very concerned about the agricultural materials (fertilizers, auxins, herbicides, and other pesticides) used in the production of ecological agricultural products.), 90.24% of consumers expressed their hope to buy ecological agricultural products that are beneficial to their health, indicating that consumers have a positive attitude towards ecological agricultural products. However, 46.34% of consumers said that the quality of branded ecological agricultural products is almost the same as

that of ordinary agricultural products, which is an important reason that hinders consumers from purchasing branded ecological agricultural products.

5.5. Channels and Information Sources for Consumers to Buy Branded Ecological Agricultural Products

From the point of view of consumers' purchasing location, 55% of the respondents choose to buy ordinary agricultural products in large supermarkets, 35% of them choose to buy ordinary agricultural products in farmers' markets, and 10% choose to buy ordinary agricultural products in other places such as community vegetable stores. For branded ecological agricultural products, 92% of the respondents tended to

choose to buy them in the brand stores of ecological agricultural products. In terms of the channels through which consumers obtain information, advertising and other media promotions account for 55%, friend referrals account for 28%, and the Internet accounts for 17%. Among them, the proportion of respondents who obtained information through advertisements and other media promotions is 66.4%. 78.1% of the respondents who were introduced by friends to obtain information purchased it. This shows that media publicity such as advertising is an important information dissemination channel, but the personal consumption experience of consumers brought about by the clustering effect of surrounding groups is more likely to generate trust among consumers, thereby stimulating consumption.

5.6. Consumers' Cognition and Attitude Towards Ecological Agricultural Product Brands

Consumers' brand awareness of ecological agricultural products is an important factor affecting consumers' willingness to purchase. According to the results of the questionnaire survey, 90.24% of consumers said that the quality of ecological agricultural products of famous brands is more guaranteed and they will choose more familiar brands of ecological agricultural products. Making a purchase shows that most consumers have a positive attitude towards the brand perception of ecological agricultural products. 84.14% of consumers indicated that the brand identification of agricultural products through the identification of geographical indication agricultural products indicates that consumers have a positive attitude towards the brand certification of ecological agricultural products.

5.7. Consumers' Willingness to Purchase Branded Ecological Agricultural Products

According to the characteristics of branded ecological agricultural products and the results of the questionnaire, it was found that: 87.8% of consumers said they were willing to pay higher prices to buy branded ecological agricultural products; 87.8% of consumers said they would buy the branded ecological agricultural products because of their unique growth climate and environmental characteristics. Agricultural products; 73.17% of consumers said that the historical stories and cultural allusions behind branded ecological agricultural products will become important indicators for them to buy branded ecological agricultural products; 86.58% of consumers said that the exquisite appearance and packaging of agricultural products will be the reason for them to choose the brand of ecological agricultural products. Important influencing factors, indicating that consumers have a positive purchase intention for brand ecological agricultural products, and the purchase intention is affected by factors such as the growth environment, background culture and packaging of brand agricultural products.

6. Suggestions

6.1. Strengthen Brand Cultivation and Provide High-quality Choices

Formulate a sound plan for the cultivation and declaration of branded ecological agricultural products, and the agricultural department can investigate and analyze the

production and economic benefits of characteristic agricultural products in the region, master the resources of ecological agricultural products in the region, and excavate and protect them. On this basis, according to the actual local situation, a complete plan for cultivating and reporting brand ecological agricultural products has been formulated and implemented, so as to cultivate more high-quality ecological agricultural product brands and enrich consumers' purchase orders. Increase the capital investment in cultivation and declaration, improve the cultivation speed of branded ecological agricultural products, and increase the number of branded ecological agricultural products.

6.2. Analyze Market Positioning and Formulate Personalized Marketing Strategies

Consumers' purchase intention is influenced by consumers' personal basic characteristics and family characteristics. The results of the model analysis in this paper show that factors such as educational background, the degree of health concern, and the average monthly household income will all have an impact on the purchase intention, that is, a high degree of education, a high degree of concern for the health of oneself and family members, having children in the family, and the average monthly household income consumers are more willing to buy. Therefore, in the pricing or marketing of branded ecological agricultural products, it is necessary to fully consider the characteristics of consumers and carry out different market positioning. For example, for consumers with children at home, children's nutrition packages can be sold; order delivery services can be provided to consumers with a high average monthly household income; for consumers who pay more attention to their own health, they can formulate sports packages or green health packages, etc. By formulating different marketing methods and targeting different consumer groups, the purpose of promoting brand ecological agricultural products is achieved.

6.3. Strengthen Market Supervision and Create A Healthy Environment

Practical investigations show that consumers' trust in the market will have an impact on consumers' willingness to buy. The higher the trust in the market, the more willing they are to buy the product. In addition to worrying about quality issues, consumers do not have a high degree of trust in the market. Mainly because the ecological agricultural product brand belongs to the public area brand, there is often a phenomenon of "free-riding", such as using ordinary agricultural products to pretend to be branded ecological agricultural products, it is difficult to control their procurement and market conditions through unified standards. Consumers' trust in the brand ecological agricultural product market is not high. Therefore, use the public opinion supervision mechanism to encourage consumers to complain and report on product quality and safety issues, and set up bonuses to fully mobilize social forces into supervision and management; use modern management techniques to code, label, and manage brands.

6.4. Strictly Control Product Quality and Build High-Quality Product Brands

Practical investigations show that the quality and safety of agricultural products is an important factor affecting the

willingness to purchase. my country's current branded ecological agricultural product protection system is still in its infancy, and relevant producers and organizations still lack awareness of this aspect of protection, and the current regulatory mechanism has loopholes in the supervision of the production environment and production standards of branded ecological agricultural products. The quality of the branded ecological agricultural products on the website varies. Therefore, in addition to strengthening supervision, it is more important to strictly supervise the production process and control the selection of products that can be sold, so that the quality of branded ecological agricultural products can be guaranteed at the source. Relevant organizations can connect farmers, production bases and enterprises with the market, provide technical guidance on production and understand market trends.

6.5. Reduce Production Costs and Meet Public Demand

Fewer people are willing to buy; the more prices rise, the fewer people are willing to buy. In fact, due to the few types of branded ecological agricultural products, strict production requirements, and high investment in the production process, the price of branded ecological agricultural products will generally be 20%-90% higher than that of ordinary agricultural products of the same type. On this premise and basis, mass consumers with average household income and no special requirements for food will be more inclined to buy similar common agricultural products with lower prices. Therefore, on the one hand, through the support of the government, relevant enterprises and industry organizations can be given preferential policies and financial subsidies to reduce the investment of enterprises and industry organizations in product promotion and brand creation. However, the most important thing is that the government can also guide the producers of branded ecological agricultural products or cooperative organizations to achieve direct sales of products to consumers, reducing various links in the middle and reducing the additional costs in the sales process; on the other hand, by adding The large investment in the production technology of brand ecological agricultural products reduces the cost in the production process, and the price of the product decreases accordingly, which can better meet the needs of mass consumers.

6.6. Carry Out Various Publicity Activities to Improve Consumer Awareness

Effectively use the current network communication methods for publicity, such as WeChat public account push, live broadcast and short video delivery, so that consumers can learn the knowledge of brand ecological agricultural products through mobile phones. Government departments can organize relevant industry associations and sales enterprises to participate in various agricultural product exhibitions and agricultural expositions. Brand ecological agricultural product industry associations and related enterprises can hold relevant activities, and conduct knowledge competition activities such as prize quizzes and knowledge quizzes, so as to increase consumers' interest in learning and understanding the knowledge of brand ecological agricultural products. Or organize consumers to visit the brand ecological agricultural product production base and experience activities. By organizing consumers to visit the brand ecological agricultural product production base, not only can Feel the

local natural ecological environment, and intuitively understand the green and healthy production process of brand ecological agricultural products, as well as their unique historical and cultural connotations. Participating in the production process of brand ecological agricultural products through experience activities can make consumers' awareness more profound.

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