

Research on the Influence of Product Clues of Campus Food Experience Store on Consumers' Purchase Intention

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Abstract—Based on the competition and challenges faced by the food industry and the critical period of the transformation from the production and processing industry to the service industry, this paper explores the new connotation of product clues and the relationship between product clues, brand identity and consumers' purchase intention under the new economic background with the background of some food production enterprises expanding their market to colleges and universities and setting up demonstration sites, combining theoretical derivation and field investigation. The results show that all dimensions of product cues have a positive impact on consumers' purchase intention, and brand identity plays a part of the intermediary role between product cues and consumers' purchase intention. On the one hand, the conclusion of this paper further promotes the research of product clue theory, on the other hand, it provides theoretical support for the transformation of production-oriented enterprises to the service industry and the development of the campus market.

Keywords—Campus food industry; Product clue; Brand identity; Purchase intention

I. INTRODUCTION

In recent years, China's food industry has developed rapidly and has become the first industry in the modern industrial system. However, the weak technical barriers and similar production lines in the food industry inevitably lead to product homogeneity. At the same time, the young generation has become the new main force of consumption in the catering industry. As an active consumption force in the economic society, college students' consumption group is the backbone of the future consumption market.

With the development of campus food industry from independent contracting to outsourcing, the competition of campus food industry is becoming more and fiercer. The threshold of industry access is low, but the threshold of survival is high. In order to meet the diversity of consumption

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needs of young consumers, the campus food industry must constantly optimize and upgrade its products, and conduct in-depth investigation and research on the preferences of students' consumption groups and potential consumers. In the process of expanding the market, the new food service-oriented enterprises represented by Zhengda Group set up food University demonstration points as new marketing methods to enter the campus market. How to attract more college consumers and meet their needs through stable operation is a problem that many similar enterprises need to consider and face.

II. THEORETICAL ANALYSIS AND HYPOTHESIS PRESENTATION

A. Theoretical Analysis

The predecessor of product clue theory dates back to the clue theory put forward by Cox. He proposed that consumers' cognition of the product as a whole is essentially a comprehensive impression of various attributes inside and outside the product. Then Olson&Jacoby divided product clues into two dimensions: internal clues and external clues [1]. Peterson, Stokes and others thought that external clues were the more important influencing factors prime [3]. Based on the above scholars' classification of product cues, this paper summarizes product cues as a collection of various perceptual attributes of consumers' product cognition. Based on the survey of College Students' consumer groups, this paper holds that the clues of campus food products mainly include brand awareness, store/service image, price clarity, payment convenience, packaging light fashion, and product diversification[2].

Some scholars have pointed out that brand identity is a kind of resonance between consumers and brand management concepts. It is a kind of emotional and psychological attachment to a certain brand, which leads to a sense of identity. Rio believes that brand identity can be divided into personal brand identity and social brand identity according to different consumer motives [6]. This paper also applies this variable to brand identity two dimensions are analyzed[4].

Fishbein&Ajzen believed that consumers' consumption decision-making is determined by the willingness of the people who take action, so it is necessary to judge the final decision-making of consumers by analyzing their purchase willingness. Most scholars in the existing literature agree that purchase intention can be used to predict the purchase behavior of consumers. To sum up, this paper defines the purchase intention of consumers as the relatively stable subjective tendency of consumers to choose to buy campus food in a specific situation[5].

B. Research Hypothesis and Model

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Zeithaml (1988) clearly pointed out that the change of product clues will have a direct impact on the purchase intention of consumers. However, due to the information asymmetry between the buyer and the seller, it is difficult for the buyer to make a comprehensive and accurate evaluation of the product. At this time, it is necessary to rely on other variables to indirectly affect the purchase intention of consumers. Yuan Wei (2010) and others have studied that information such as product packaging design, word-of-mouth, popularity, brand image and so on will affect consumers' purchase intention. Based on the above discussion, the following assumptions are proposed[2]:

H1: product clues have a positive impact on consumers' purchase intention

Dutton (1994) pointed out in his research that by understanding the image of a brand in consumers' mind to reflect the comprehensive evaluation of the public on the brand, consumer' cognition of the brand image will affect consumers' brand identity. Aaker (1996), Su Xuemei (2013) and Cronin (2000) found that service, brand image and product packaging were the key factors affecting brand identity. Therefore, the following assumptions are proposed:

H2: product clues have a positive impact on brand identity

Through the research of organizational identity, we can get the conclusion that consumer' brand identity has a significant positive effect on purchase intention and loyalty. Belen (2001) and kuenzel&Halliday(2010) believe that consumers' personal brand identity and social brand identity positively affect consumers' attitudes and behaviors such as purchase intention. On the research of influence degree, Cornwell & Coote (2008) found that if consumers have a stronger identity, they have stronger purchase intentions. Therefore, the following assumptions are proposed:

H3: brand identity has a positive effect on consumers' purchase intention

Through the review of the existing literature, we can see that product clues have a significant positive correlation with purchase intention, product clues have a significant correlation with brand identity, and brand identity has a significant correlation with purchase intention. According to the S-O-R model and the content of this paper, when the product clues of food retail are perceived by consumers, it will stimulate them to a certain extent, and then make consumers have a subjective evaluation of the brand, and then generate purchase behavior or purchase intention.

Rio found that if consumers have a positive and positive sense of identity for a brand, this perception will affect the purchase intention of the product, and thus verified that consumers' brand identity will play an intermediary role in the formation of consumers' purchase intention. Therefore, this paper believes that ZhengDa brand image should also be able to promote consumers' willingness to buy through the intermediary role of brand identity. Therefore, the following assumptions are proposed:

H4: brand identity plays an intermediary role between product clues and consumers' purchase intention

III. DATA ANALYSIS

A. Reliability Analysis

By measuring the Cronbach's alpha coefficients of each variable, it is found that the alpha coefficients of product clues, brand identity and consumers' purchase intention are 0.955, 0.920 and 0.905 respectively, which can be regarded as very good data reliability. The dimensional reliability of each variable is greater than 0.85, which shows that the reliability of the whole sample is good, the internal consistency of the scale is good, and the reliability is strong.

B. Factor Analysis

In this study, spss19.0 was used to test kmo and Bartlett spherical test of samples to determine whether the scale is suitable for factor analysis. Factor analysis of product clue, brand identity and consumer purchase intention scale showed that the kmo value was 0.952, 0.818, 0.730 respectively, and the p value of Bartlett spherical test was significant, which could be used for further exploratory factor analysis. The factor load of each measurement item in confirmatory factor analysis is greater than 0.71. The reliability coefficient CR of each potential variable calculated by factor load is greater than 0.8, which indicates that the internal quality of the model is ideal, and the ave of each potential variable is greater than 0.5, which also indicates that the internal quality of the model is ideal.

C. Correlation Analysis

Correlation analysis is a statistical method used to describe the closeness between variables. In this paper, Pearson correlation analysis is used to obtain the correlation between product clues and their six dimensions, brand identity and their two dimensions, and purchase intention, as shown in Table I.

TABLE I. CORRELATION ANALYSIS

Variable	Brand awareness	Store / service image	Marked price	Payment convenience	Packaging	Product diversification	Personal identification	Social identity	Purchase intention
Brand awareness	1								
Store /Service image	.658**	1							
Marked price	.581**	.612**	1						
Payment Convenience	.651**	.594**	.669**	1					
Packaging	.649**	.696**	.638**	.622**	1				
Product Diversification	.715**	.693**	.716**	.703**	.761**	1			
Personal Identification	.697**	.632**	.581**	.689**	.691**	.811**	1		
Social identity	.592**	.464**	.511**	.610**	.611**	.692**	.763**	1	
Purchase intention	.593**	.627**	.680**	.625**	.628**	.807**	.731**	.589**	1

D. Regression Analysis Results

In this paper, Amos is used to analyzing the path regression of each variable, to verify the relationship of multiple variables, to predict, and to analyze the cause and effect among the variables. After testing the fitness of the model, it is found that except GFI which is slightly lower than the fitness threshold of 0.9, other indicators are fit acceptable, which shows that the model has good structural validity. The standardized coefficient of brand awareness to brand identity is 0.186, which reaches a significant level, indicating that brand awareness has a positive impact on brand identity, and so on, assuming H2 is established. The standardized coefficient of brand identity to purchase intention is 0.496; P value is less than 0.001, reaching a significant level, indicating that brand identity has a positive impact on purchase intention, assuming H3 is tenable. The standardized coefficient of brand awareness to purchase intention is 0.198, which reaches a significant level, indicating that brand awareness has a positive impact on purchase intention, and so on, assuming H1 is tenable.

TABLE II. MODEL STATISTICAL TEST SCALE

Statistical inspection quantity	Standard or threshold of adaptation	Data inspection results	Model adaptation judgment
CMIN/DF	<3.00	1.992	Yes
RMR	<0.05	0.025	Yes
RMSEA	<0.08	0.056	Yes
GFI	>0.9	0.857	No
AGFI	>0.8	0.825	Yes
PGFI	>0.50	0.704	Yes
NFI	>0.9	0.907	Yes
TLI	>0.9	0.944	Yes
CFI	>0.9	0.951	Yes

E. Intermediary Effect Test

In this paper, Amos is used to analyze the path regression of each variable, to verify the relationship of multiple variables, to predict, and to analyze the cause and effect among the variables. After testing the fitness of the model, it is found that except GFI which is slightly lower than the fitness threshold of 0.9, other indicators are fit acceptable, which shows that the model has good structural validity. The standardized coefficient of brand awareness to brand identity is 0.186, which reaches a significant level, indicating that brand awareness has a positive impact on brand identity, and so on, assuming H2 is

established. The standardized coefficient of brand identity to purchase intention is 0.496; P value is less than 0.001, reaching a significant level, indicating that brand identity has a positive impact on purchase intention, assuming H3 is tenable. The standardized coefficient of brand awareness to purchase intention is 0.198, which reaches a significant level, indicating that brand awareness has a positive impact on purchase intention, and so on, assuming H1 is tenable.

IV. RESEARCH CONCLUSION

The research on consumer behavior based on cue theory is becoming more and more mature in foreign countries, while the research on product cue theory is still relatively scarce in China. Traditional product cue theory mainly focuses on product price, quality, taste, etc., which is out of touch with modern consumption demand and consumption behavior. At the same time, there is less research on the impact of product cue. Based on the characteristics of new technology and new consumption era, this paper proposes that campus food product clue includes brand awareness, shop/service shape based on field research image, price clarity, payment convenience, packaging light fashion, product diversification six aspects, and that product clues are an important basis for influencing consumers' purchase intention. At the same time, introduce the intermediary variable of brand identity to test the influence process of product clues on consumers' purchase intention through brand identity.

Based on the research conclusion, this paper proposes that food enterprises should increase the positive publicity of green, healthy and non-additive advocated by the current food industry, through the use of a variety of publicity methods to spread the brand, improve brand awareness, at the same time, for college students, the new rapid payment method, clear price code, product form, taste, material, color diversified development and display, convenient packaging, fashion, cute, environmental protection, etc., have become the elements of modern college students' eyes. At the same time, the Internet has opened a huge gap for the campus monopoly. College students no longer blindly passively accept the goods provided by businesses, and the open and independent environment also provides system guarantee for college students' multi-channel purchase. For enterprises that want to occupy the campus market or take college students as the service object, they must deeply analyze and tap the real needs of college students, rather

than one taste from the enterprise itself, behind the scenes production or service.

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