

## Research on E-commerce Consumer Factors of Agricultural Products in Agritourism Based on Data Mining Technology

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### **Abstract**

*With the development of electronic commerce, agricultural products marketing also have a new development platform. In this paper, the author analyzes E-commerce consumer factors of agricultural products in agritourism based on data mining technology. The agricultural product marketing in the perspective of agritourism mainly takes the agritourism as an opportunity to carry out the sales, and E-commerce platform has greatly promoted the sales of agricultural products. Through the empirical research, we find out the influence factors of agricultural products sale as execution time, cost, credibility, reputation and other performance indicators, and credibility is one of the most important indicators. On this basis, we put forward relevant recommendations.*

**Keywords:** *Cloud computing, Agritourism, E-commerce trust, Data mining, Agricultural products*

### **1. Introduction**

With the development of information technology and the innovation of e-commerce on traditional industry is more and more obvious, especially in the field of agriculture, agricultural products e-commerce, e-commerce in rural areas such as pattern, breaking the traditional agriculture circulation way [1-2]. Electronic commerce can will sell agricultural products directly to consumers, reduce the middle link in the circulation of agricultural products, the shortening of the agricultural products "from the field to the table" in the distance, break former tangible market geographical limitations, to help solve the problem of asymmetric production and market demand of agricultural products in China, to expand the channels of circulation of agricultural products [3]. China Electronic Commerce Research Center statistics report shows that in our country enter the total value of agricultural products circulation channel 2. 45 trillion Yuan, and through the online channel for the circulation of agricultural products is only about 1%, with 14. 5 per cent retail clothing 17%, electronic products accounted for than compared to visible, the e-commerce of agricultural products have great market development space [4]. Agricultural product electronic commerce has become a large-scale e-commerce enterprises have set foot in the blue ocean, comprehensive e-commerce platform lynx, Jingdong, Dangdang, Taobao and other, agricultural products as an important business development, market also emerged vertical type of e-commerce business of fresh agricultural products, such as every orchard, originally life, SF optimization. Agricultural product electronic commerce involves complex industrial chain, agricultural products from production to sales to after the breeding, cultivation, processing and storage, online retail sectors, industry chain is very difficult to full control, easy to form a plurality of trust breakpoints, a link problems will affect consumer perception of the quality of agricultural products, increase consumer mistrust and insecurity [5-7]. Agricultural products, especially fresh agricultural products with the characteristics, such as fresh activity, regional, seasonal and the standardization degree low, which brings to the enterprise in the fresh agricultural product selection,

preservation of cold chain, logistics and distribution proposed new requirements, easy to cause the user experience is not stable, lead consumers to online purchase fresh agricultural products lack of trust. In addition, China's social credit system is not perfect, food quality and safety issues frequently, the list of unsafe food almost all kinds of food, the public is generally low sense of trust in food [8-10].

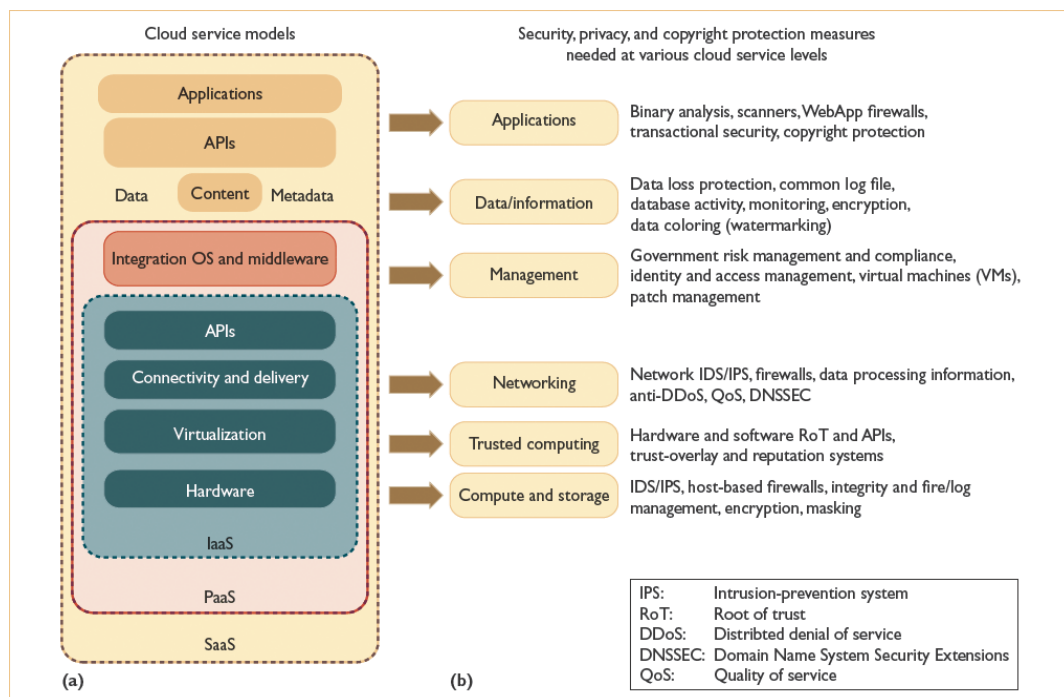
Under the background of the rapid development of agritourism, agricultural products marketing homeopathy have more extensive sales channels, although current needles and more research for the development of agritourism, but take enhance the research related to the marketing of agricultural products quality is relatively small [11]. And from the point of view of the significance of the marketing of agricultural products, with the aid of in the development of agritourism for the marketing of agricultural products to open a broader market for rural industrial structure adjustment and agriculture intensive development has a positive role in promoting, which is conducive to the income of farmers to promote the further deepening of the "three rural issues". However, from the perspective of agritourism, agricultural product marketing, as a new mode of agricultural products marketing, both theory and practice can be used for reference, so some problems still exist. According to this, the agricultural product marketing strategy in the perspective of agritourism has a positive practical significance for the contemporary agricultural product marketing to provide ideas for innovation. When consumers buy online fresh agricultural products, the uncertainty and risk perception of the non-face-to-face trading environment of E-commerce will increase [12]. Therefore, lack of consumer confidence restricts the fresh agricultural products e-commerce healthy and rapid development, how to break through the plight of a crisis of confidence of consumers, enhance consumer trust of electronic commerce of fresh agricultural products, it is the fresh agricultural products in our country electronic commerce development process which is in an urgent need to solve the problem, it is also a difficult issue of current research. Based on this, the research on agricultural products as an example, combined with our country agricultural product features of the electronic commerce and the development of the status quo, according to the fresh agricultural product characteristics, agricultural industry and market characteristics, study on fresh agricultural products under the environment of e-commerce consumers trust building.



Figure 1. Agricultural E-commerce

## 2. Cloud Computing and Data Mining

With the rapid development of cloud computing and service computing and other related technologies, the idea of network is the computer is becoming more and clearer. In the philosophy of IT resources service is the most important external characteristics, can will be a large number of computing resources, storage resources and the software resources to service (also known as cloud services, grid service *etc.*) in the form of a link together, forming large scale shared virtual pool of IT resources, for the remote computer users with "unlimited" ability of cloud services resources, such as cloud services platform azure, blue cloud other. Due to the limited functionality of a single cloud services, the need to cloud computing environment in a number of services into a more granular value-added services or systems, for other remote users to use. Trusted service evolution mechanism of the main objective of the study is to cloud services trust relationship between the development of reasonable metric analysis and effective, achieve real service subject to effective evolution and self-organization, and false service subject often shielding the trust service set, thereby enhancing the cloud calculation environment service selection is effective.



**Figure 2. Cloud Computing Environment**

Assuming that there are N services in the cloud computing environment, the main body is divided into 2 types of service providers and service users according to the different roles. Definition and main properties of service quality, mainly including execution time (T), execution cost (C), credibility, reputation and other performance indicators. Trust service selection problem is actually a service consumer to find reliable service composition path problem, apparently credibility is the most key indicators, main service reputation just for SC subjective choice of reference. In order to study the problem of simple, we will be the credibility of the QoS indicators from the independent research, that is, the following QoS indicators do not contain credibility and other indicators of confidence.

At the same time set up  $\phi$  as the importance of VP.

$$\sum_{m=1}^M \phi_m = 1, \quad 0 \leq \phi_m \leq 1 \quad (1)$$

F means cloud service QoS evaluation in the process of interaction:

$$f_{ij}^{(t)} = f(x_i, x_j, s, t) = \sum_{m=1}^M \phi_m Q_m(x_{ij}) \quad (2)$$

H is the maximum number of interactions in the service interaction.

$$T_{ij} = \sum_{k=1}^h \frac{1}{d} \mu(k) f_{ij}^{(k)} \quad (3)$$

According to the characteristics of people's behavior in real life, it can give a higher weight to the recent interaction behavior, so it can be expressed as:

$$\mu(k) = \begin{cases} 1, & k = d \\ \mu(k-1) = \mu(k) - 1/d, & 1 \leq k \leq d \end{cases} \quad (4)$$

Reliability evaluation of multiple interactions:

$$C_m(x_i, x_j, s, t) = \sum_{k=1}^h \frac{1}{d} \mu(k) C_{ij}^t \quad (5)$$

The overall evaluation of the credibility of all the service agents interacting with the subject Xi, using the weighted average:

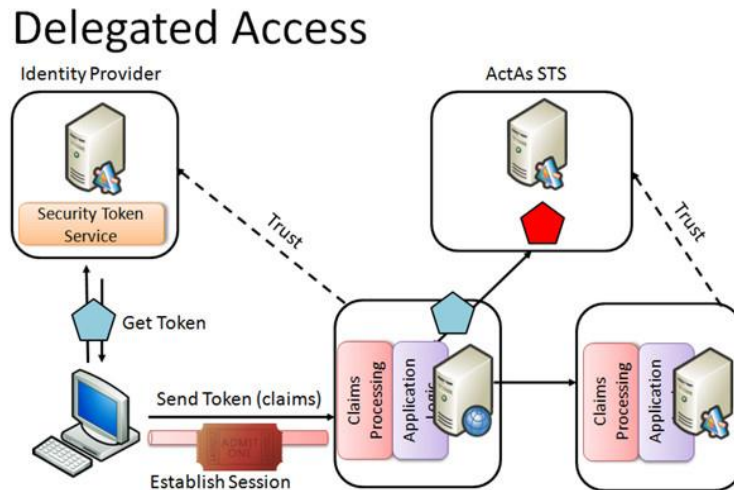
$$C_t(x_i, x_j, s, t) = \sum_{i=1}^m \sum_{j=1}^n \eta_{ij} C_m(x_i, x_j, s, t) \quad (6)$$

Among:

$$\eta_{ij} = \frac{C_m(x_i, x_j, s, t)}{\sum_{i=1}^m \sum_{j=1}^n (1 - C_m(x_i, x_j, s, t))} \quad (7)$$

The higher the credibility of the service agent x claims that the more true; on the contrary, that its behavior is not inconsistent with its claimed property. From this we can see that the credibility of SP and SC has a slightly different meaning, of which SP is to say that the service provided is consistent with its claims, and SC is to say that the evaluation is true.

Service consumers on the basis of the interaction process of service composition, if the service set too often exist between the service portfolio behavior, and make the service interaction between "upstream" and "downstream" reached a certain level of trust. In this way, the service composition path service set after trust evolution formed larger can provide complete service composition service set is called trust assemblies. This not only can make a single service choice, but also can choose the high credibility of the service path, improve the efficiency of service selection, as shown in Figure 3.



**Figure 3. Trust Evolution**

### 3. Theoretical Model and Research Hypothesis

Agritourism is different from the distinctive features of tourism in the pursuit of natural ecology and the development of modern society, people for health advocate of more and more high, and villages as far away from the city's natural landscape, cities do not have natural resources, therefore decided the advantages of agritourism. And the agricultural product marketing its characteristic then through the agritourism superiority mainly manifests in several aspects: first, the immediate characteristic. The production of agricultural products to sales has a certain time difference. And agritourism from the perspective of the agricultural products marketing can with consumers, "home" and provides more convenience for the marketing of agricultural products, in the process of agritourism, the selling point of all agricultural products marketing is to ensure the authentic self, it is beneficial to the promotion of the agritourism place of consumption. Second, food culture tourism is a major highlight of agritourism, food culture and regional culture has the most direct correlation. And from our country's actual situation, the main features of the vast territory, large national, diet culture thus formed obvious regional differences. Therefore, agritourism in different regions also has the difference of agricultural products. In this regard, agritourism marketing also has distinctive regional characteristics, for many foreign tourists; with local characteristics of agricultural products has a very high appeal. Third, people's material life level is rising, for agricultural products and other food fresh is no longer in the past, such as like strong, for many tourists, the focus of agritourism is through participation in and gets the sense of experience. In this situation, development of agritourism have to follow the market orientation of r agritourism and strengthen innovation activities of agritourism experience, such as the popular tourism projects, through fishing, picking and other activities to achieve agricultural products marketing, not only to promote the marketing efficiency of agricultural products, but also to meet the needs of tourists experience. Under the electronic commerce environment, because there is no formal contract, between the consumer and the business transactions mainly rely on the trust between the two sides to maintain, although electronic business to consumers shopping bring the convenience of time and space, but the uncertainty and risk of the network environment, making a more prominent problem of consumer trust in e-commerce environment. For fresh agricultural product electronic commerce enterprise engaged in agricultural products and how to establish consumer confidence, making between consumers and businesses remain stable

trading relationship, for the enterprise market development is particularly important. Under the electronic commerce environment, the consumers mainly rely on the trust of the business to promote the purchase of agricultural products. Therefore, the study of what factors influence consumer trust of agricultural products e-commerce businesses, can be in more of proposed management strategy, improve the relationship between businesses and customers, make the business access to consumer trust and promote sales.

### 3.1. Product Quality and Perception

Product quality is one of the important attributes of the product, mainly includes two aspects: first, the inherent quality of the product; the two is the appearance quality of the product. Agricultural products as a kind of products, is a necessity of life. Agricultural products, bring a person is not only taste enjoyment, but also beneficial to physical and mental health, the quality also has intrinsic quality and external quality, if enterprise online sales of agricultural products so that consumers feel better intrinsic quality and external quality may get of consumer trust and recognition. Previous studies have found that consumer perceptions of product quality positively affect their trust in businesses. Therefore, this paper puts forward the following assumptions:

**H1:** The higher the quality of agricultural products, Consumers' trust to E-commerce enterprise will be higher

Perceived value definition is more extensive, can be defined in terms of money, quality, and income and so on. From a monetary point of view, when consumers pay less money, the value is generated, in other words, the value of the total amount of increase in economic relations. Perceived value refers to the difference between the highest price and the actual price paid by the consumer willing to pay the product or service. From the quality point of view, the value that consumers actually pay the difference between the price and the perception of the quality of the products. That is to say, when consumers to spend less money to buy the products of high quality, perceived value is produced. From the perspective of revenue, perceived value refers to the overall evaluation of the benefits and sacrifices of consumers, that is to say, consumers will be aware of the integration of their income and access to product needs. Sacrifice not only refers to the purchase of the product's monetary expenses, non-monetary expenses, such as transaction costs, search costs, coordination costs and time costs are also a sacrifice. This research is to examine the value of consumer perception from the perspective of income. Past studies have found that the value of customer perceived value has a positive impact on trust in the context of online services. Consumers for agricultural products have their own cognitive judgment, agricultural products can be used as a regular purchase of food, can also be used as a gift to others in order to honor, can be given a different concept of value. By increasing the added value of agricultural products, businesses can better explore the market, to get more recognition and acceptance of the consumer products. So let consumers perceive the value of agricultural products, recognized the value of agricultural products, the value of the purchase value, is one of the important ways to enhance consumer trust. Therefore, this paper puts forward the following assumptions:

**H2:** The higher the value of product perception, the higher the trust level of electronic commerce enterprises of agricultural products.

### 3.2. Logistics Service and Communication

Logistics service quality and agricultural products e-commerce consumer trust in the relationship between the quality of service is the consumer of a service expectation and actual performance difference between service quality mainly includes five dimensions: tangibles, response, reliability, assurance and empathy. Under the electronic commerce environment, the service quality of the electronic commerce enterprise mainly includes the service quality of the network and the service quality of the network. Logistics service

quality includes nine aspects, respectively is personal contact quality, order release quantity, quality information, ordering process, order accuracy, the goods in good condition and degree, the quality of the goods, error handling and timeliness. The e-commerce of agricultural products logistics transportation and distribution and general product electronic commerce, agricultural products due to the products of the vulnerability and short shelf life, makes the enterprise to develop agricultural products e-commerce and logistics costs, logistics is one of the bottlenecks of e-commerce of agricultural products, logistics service level of quality influence the consumer's trust of electronic commerce of agricultural products. Therefore, this paper puts forward the following assumptions:

**H3:** The higher level of logistics service quality, the higher the trust level of the agricultural products electronic commerce enterprises.

Under the network service quality of the electronic commerce enterprise refers to the logistics service quality, and the quality of the web service quality refers to the website design quality. Website design quality mainly includes the information quality and system quality of website, the website, the quality of information refers to information can be understanding, usefulness, accuracy and reliability of the, the site's quality system refers to the site of the ease of use and interactivity. In the e-commerce environment, the previous research found that the quality of the website design significantly affect consumer trust. Electronic commerce website of agricultural products is the object of consumer shopping when facing the face, when consumers cannot think about the normal use of the site function, then the site will be able to obtain the user's trust. Therefore, this paper puts forward the following assumptions:

**H4:** website design quality positive influence consumers' trust in agricultural products e-commerce enterprises

The Internet for consumers and agricultural products e-commerce enterprises to provide communication channels of marketing will bring the changes, the Internet provides a new media of communication, the communication mode of multi marketing activities provides a large number of online content, consumers actively participate in the communication process and provide timely feedback has become a reality, consumers now have the site as an important communication tool, in the shopping site, consumers can talk with sellers. In the electronic commerce environment, the active control and mutual exchanges are the main characteristics of the communication, the active control refers to the ability to choose information and guidance interaction, mutual communication refers to the ability of the two party or multi-party communication. Because the online purchase of agricultural products in line with the traditional face face communication transaction process, consumers can not experience the appearance and intrinsic quality of the agricultural products to buy, only through site pictures and text introduction of agricultural products to understand, so on the Internet to do effective communication with consumers is to promote relations between consumers and sellers, improve one of the key factors of consumer trust and good communication can develop more loyal customers. Previous studies have found that communication is conducive to the promotion of consumer trust and purchase intentions. Therefore, this paper puts forward the following assumptions:

**H5:** Interactive communication is more effective, the higher the trust level.

## 4. Empirical Analysis

### 4.1. Scale Design

In this paper, the questionnaire survey method to verify the theoretical model and research hypotheses, agricultural products quality (FQ), logistics service quality (LSQ), communication (COM), website design quality (WDQ), perceived value (PV) and trust

propensity (pro) six variables as influence consumer trust variables, variable measure is mainly adapted according to the previous literature. Level 5 Likert scale is used in this study, in order to improve the validity of scale, this study first invited agricultural products in the field of Electronic Commerce three experts on the scale and the content of the statement suggests, in the expert opinion based on the table is improved. Then, select the 30 students were pre tested, based on the results of their feedback, scale expression is not clear statement to make further improvements, eventually formed the formal scale, scale of measure items and sources such as Table 1 shows.

**Table 1. Measurement Index**

Factor	item	content
Quality of agricultural products (FQ)	FQ1	Good color, no spots and damage
	FQ2	Fresh agricultural products
	FQ3	Size is basically the same
Logistics service quality (LSQ)	LSQ1	There is little error in logistics distribution
	LSQ2	Transport processes are safe
	LSQ3	delivered timely manner
Communicate (COM)	COM1	willing to communicate
	COM2	Provides the conditions for communication
	COM3	Pay attention to the feedback I put forward
Website design quality (WDQ)	WDQ1	Web page to attract people
	WDQ2	Web site is a professional design
Perceived value (PV)	PV1	Product value
	PV2	Price is acceptable.
Trust tendency (PRO)	PRO1	Most people are trustworthy
	PRO2	I believe that man is kind.
Trust (TRU)	TRU1	The seller is honest.
	TRU2	Sellers are trustworthy.

#### 4.2. Sample Collection

The objects of the survey for online purchase of agricultural products after the customer, sample source in two domestic large fresh agricultural products e-commerce enterprises, the two company's main fresh agricultural products, investigators are the two company's customers. From the corporate database randomly selected customers and customer service staff play telephone consultation whether they agreed to participate in the survey of fresh agricultural products e-commerce, who agreed to participate in the questionnaire of customer groups. The questionnaire is via email or print form mail to them. The research respectively from each company randomly select 200 willing to participate in the questionnaire to fill out a customer, to recover a total of the 338 questionnaires, excluding the invalid questionnaire and important information is missing in the questionnaire. Finally, we received a total of 300 valid questionnaires. Samples of the demographic characteristics are shown in Table 2, 156 men, women accounted for 52%, 144 people, accounting for 48%, the sex ratio and Chinese Internet Network Information Center (CNNIC) with Internet users statistics; from the age structure, the number between 20 to 29 years old the most, accounted for 60.2%. The second is 30 to 39 years old, young people accounted for 30.4%, indicating the age structure of online purchase of agricultural products; from the academic point of view, bachelor degree or above accounted for 81%, online purchase of agricultural products, the population level of education is generally good; from the point of view of income, monthly income more than 5000 accounting for 52.8% of the net. Purchase of agricultural products, the higher average income crowd.



**Table 2. Descriptive Statistics**

variable	Category	frequency	Percentage (%)
Gender	Male	148	49.0
	Female	152	51.0
Age	Under 20	68	20.6
	20 -29 years old	156	49.2
	30 -39 years old	76	25.4
	Over 40	14	4.8
Education level	high school	51	16.9
	Undergraduate	197	65.8
	Master	46	15.2
monthly income	< 3000 RMB	88	29.0
	3001 - 5000 RMB	158	52.8
	>5000 RMB	54	18.2

### 4.3. Reliability Analysis

Through SPSS 22.0 software calculated the variables of the Cronbach's alpha value as shown in Table 3, the variable Cronbach's alpha value range is 0.825 to 0.926. Therefore, scale has high reliability; also the variables which a measurement item deletion, the variables of the Cronbach alpha value reduced, if a measure of its variable measure plays an important role. Exploratory factor analysis (EFA) is a statistical method used to identify the intrinsic structure of multiple observed variables. The variables related to the agricultural product quality, perceived value, logistics service quality, website design quality, communication, propensity to trust and trust, each variable has multiple measurement indicators, the indicators between the same variables with a certain correlation, index of different variables between the different degrees of. 0 exploratory factor analysis, based on varimax rotated principal component analysis method of calculation results show that the sample of kmo value is 0.929, and is significant at the .001 level, higher than the critical value of 0.80, indicating the data suitable for factor analysis, the rotated factor load matrix display, spin out of the seven factors were extracted the information of variable 77.690%, each measurement item in variable load values are higher than 0.50, and in the other variables load values are below 0.50, that the scale has good received convergent validity and discriminant validity.

**Table 3. Variable Cronbach'  $\alpha$**

factor	Cronbach'a $\alpha$	item	Cronbach'a $\alpha$ after the item is deleted
FQ	0.914	FQ1	0.858
		FQ2	0.895
		FQ3	0.876
LSQ	0.858	LSQ1	0.742
		LSQ2	0.770
		LSQ3	0.735
COM	0.872	COM1	0.849
		COM2	0.828
		COM3	0.835
WDQ	0.883	WDQ1	0.824
		WDQ2	0.859
PV	0.852	PV1	0.826
		PV2	0.837

PRO	0.813	PRO1	0.730
		PRO2	0.687
TRU	0.904	TRU1	0.885
		TRU2	0.846

#### 4.4. Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) is used to analyze the relationship between variables and the corresponding measure items in accordance with the logical relationship between the researchers and the design. Validation results of factor analysis as Table 4 shows, ave (average variance extracted) refers to the factor of the average variance extracted, the ave values reflect the measure convergent validity, its critical value is 0.50, the ave of the variables in this study value in between 0.718 and 0.872, measure has good convergent validity; Cr (composite Reliability) refers to the composite reliability, the CR value greater than 0.7 factors of reliability is better, the study variables for each CR value between 0.893 and 0.953, indicating that the measure has good reliability. In addition, under the significant level of 0.001, the standard load of all measure items was between 0.7699 and 0.9483, more than 0.70, which showed that the measure items of the scale had good convergent validity. The discriminant validity refers to the degree of difference between the different variables, which reflects the close degree between the measure items and the corresponding variables. Test of discriminant validity, the first step is to calculate the values of variables between the matrix of correlation coefficients and each variable ave square root, if a variable ave value square root than it between other variables and the correlation coefficient, indicating that this variable has good discriminant validity. Discriminant validity of the test results are shown in Table 5 shows that values of each variable in the ave square root is greater than it between other variables and the correlation coefficient, suggests that the variable measure has good discriminant validity.

**Table 4. Factor load and AVE, CR analysis**

Factor	item	Standard load	Mean variance	composite reliability
FQ	FQ1	0.9123	0.748	0.948
	FQ2	0.8765		
	FQ3	0.8397		
LSQ	LSQ1	0.7541	0.702	0.922
	LSQ2	0.8462		
	LSQ3	0.8589		
COM	COM1	0.8420	0.754	0.904
	COM2	0.8169		
	COM3	0.8748		
WDQ	WDQ1	0.9124	0.842	0.928
	WDQ2	0.9259		
PV	PV1	0.8789	0.736	0.855
	PV2	0.8421		
PRO	PRO1	0.8581	0.728	0.874
	PRO2	0.8764		
TRU	TRU1	0.9238	0.856	0.961
	TRU2	0.9267		

In this paper, the proposed model is verified by PLS-Graph 3 software. Perceived value (0.358), agricultural products quality (0.350), website design quality (0.288), logistics service quality (0.267), communication (0.252), trust propensity (0.23) of trust has significant positive effect, all the hypotheses are supported; hypothesis H1, H2, H3, H4 in significant probability  $p$  is 0.001 level significantly, hypothesis H5 and H6 in significant probability  $p$  is 0.01 level significantly; in all the factors affecting trust, based on the characters of agricultural products agricultural products quality and perceived value factors is most important. Trust is explained by the  $R^2$  value of 0.568, which indicates that the model explained 56.8% of the variation in the trust of agricultural products ( $R^2$ ), which shows that the theoretical model has better explanatory power.

**Table 5. Square Root of the AVE Value of the Variable and Its Correlation Coefficient**

	PV	FQ	LSQ	COM	WDQ	PRO	TRU
PV	0.859						
FQ	0.574	0.874					
LSQ	0.515	0.625	0.828				
COM	0.587	0.514	0.615	0.826			
WDQ	0.585	0.426	0.446	0.583	0.913		
PRO	0.535	0.484	0.435	0.526	0.526	0.849	
TRU	0.627	0.550	0.515	0.579	0.545	0.614	0.926

## 5. Conclusions

The agricultural products as an example to explore the influencing factors of buyers of fresh agricultural product electronic commerce enterprise trust, agricultural product electronic commerce trust theoretical model was constructed based on characteristic factors of agricultural products and service quality factors, consumer characteristics factors, and between the way the variable size of the empirical validation, finally improved the effective mechanism of the trust of consumers. The results show that the agricultural product quality, perceived value, logistics service quality, website design quality, communication and trust propensity positively influence consumer trust of electronic commerce enterprises of agricultural products, the role of the product characteristic factors is most prominent. Fresh agricultural products with ordinary products are very different, make ordinary products under the environment of e-commerce consumer trust solution is not suitable for fresh agricultural products under the electronic commerce environment. Therefore, for fresh agricultural products under the environment of e-commerce consumers trust mechanism construction is necessary to sort out and explore, this is also the theory innovation.

Enhance the value of the customer's perception of the product, so that consumers feel value for money. Perceived value has a positive impact on consumer trust that if consumers feel that online purchase of agricultural products in line with their consumer values and consumer value, which will enhance the confidence of consumers to participate in online purchase of agricultural products. Consumers are the pursuit of maximizing the value of products, online purchase of agricultural products often tend to choose to provide more product value businesses, product value perception has a greater impact on the online purchase attitude. Therefore, enhancing the value of agricultural products has a significant impact on enhancing consumer trust and purchasing behavior. Therefore, the electronic commerce enterprises of agricultural products should pursue the interests of consumers, and constantly improve the value of agricultural products, and continuously improve customer satisfaction and consumer trust. Group difference, geographical features, time special allows consumers to the diversification of the demand for agricultural products, businesses must better meet consumer demand, prompting

consumers recognized for its products, in order to enhance the trust of consumers to businesses, get more customers resources.

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