

Research on Consumers' Purchase Intention and Influencing Factors on E-commerce-assisted Agricultural Products in Anhui Province

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Abstract. Nowadays, digital business models such as Internet e-commerce have become an important force to empower rural revitalization. This paper takes consumers in Anhui Province as the survey object, integrates the theoretical model of planned behavior and the technology acceptance model, and introduces the variables of perceived risk and perceived benefit. Factor analysis and ordered Logit regression analysis are used to conduct empirical research to understand the factors affecting consumers' willingness to buy, and the previous hypotheses are verified by model fit test, path significance analysis and mediation effect test on structural equations. Finally, corresponding countermeasures are proposed based on the research findings.

Keywords: E-commerce for Agriculture; Purchase Intention; Logit Regression.

1. Introduction

Responding to the central government's call, the Rural Revitalization Bureau of Anhui Province has issued the "Implementation Plan for Promoting Consumption Poverty Alleviation Action in Anhui Province" to guide and promote the rapid development of the province's e-commerce industry. According to incomplete statistics, the online sales of rural products in Anhui province in 2022 exceeded 100 billion yuan. In this context, exploring the factors affecting consumers' willingness to buy is of great theoretical and practical significance for promoting the development of Chinese-style modernization.

However, some consumers' willingness to buy agricultural products for poverty alleviation through e-commerce is not high due to the lack of information channels and the small popularity of related products. Therefore, this paper starts from consumers' purchase intention, follows the analysis logic of consumers' "behavioral attitude-buying intention-behavior", conducts an research on consumers' purchase intention, and explores the following issues: the basic characteristics of consumers who buy agricultural products in Anhui Province. How? What are the factors affecting consumers' purchase of agricultural products in Anhui Province? What is the degree of influence of these factors on the variables and how do they relate to each other?

2. Structural Modeling and Research Hypotheses

2.1. Theoretical Model

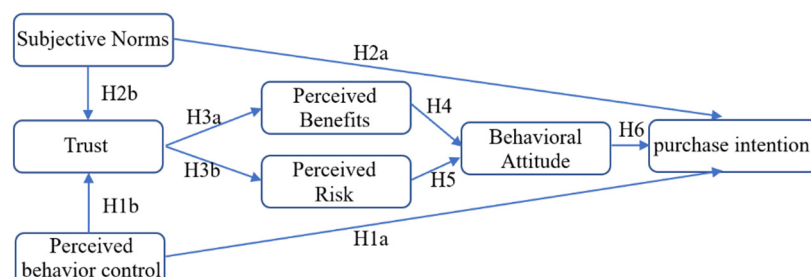


Fig 1. Theoretical model structure

In recent years, research results on e-commerce and online shopping have mainly adopted the theory of planned behavior, technology acceptance model and consumer behavior model. Based on this, the model framework of this paper is as Fig 1.

2.2. Research Hypothesis

This paper hypothesizes the influencing factors and indicators of consumers' willingness to purchase agricultural products for poverty alleviation through e-commerce as follows:

2.2.1. Perceived Behavior Control

Perceived behavioral control factors focus on the instinctive doubt and fear of the unknown that consumers possess. According to the literature, most scholars generally agree that perceived behavioral control is a key determinant in predicting the course of an individual's behavior. If people have a higher level of control over an action, the easier it is for them to complete that action and the intention to carry it out increases. Therefore, this paper argues that perceived behavioral control has a significant positive effect on purchase intention. The hypotheses are as follows:

H1a: Perceived behavioral control has a significant positive effect on purchase intention.

H1b: Perceived behavioral control has a significant positive effect on their trust.

2.2.2. Subjective Norms

Subjective norms that individuals will feel social pressure from others when making decisions, the greater the support of others, the greater the behavioral intention. Ajzen found in the study, when the more favorable attitudes and subjective norms, the more perceived control, the stronger the individual's behavioral performance intention; Smith believes that people's consumer behavior is affected by the social influence, and therefore tends to pay attention to their point of view when they make decisions. In summary, this paper argues that subjective norms have a significant positive effect on individuals' behavioral intentions. The hypotheses are as follows:

H2a: Subjective norms have a significant positive effect on purchase intention.

H2b: Subjective norms have a significant positive effect on their trust.

2.2.3. Trust

Wang Xingbiao pointed out that trust is the condition of individual exchange and sustaining social development, trust is the foundation of e-commerce, and the lack of trust has long been considered one of the main factors hindering online shopping. It is found that when consumers' trust in products increases, it can effectively reduce the perceived risk. Summarizing the related literature, it is known that trust can promote perceived benefits and reduce perceived risks. Therefore, this paper argues that trust has a significant effect on an individual's behavioral intention. The hypotheses are as follows:

H3a: Trust has a significant positive effect on perceived gains.

H3b: Trust has a significant negative effect on perceived risk.

2.2.4. Perceived Benefits

Most of the related studies are based on the technology acceptance model and focus more on positive consumer perceptions such as perceived usefulness and perceived ease of use. In the empirical study of consumers' online purchase intention, Zhao Dongmei and Ji Shuxian concluded that perceived benefits have a positive impact on consumers' online purchase intention. Therefore, this paper concludes that perceived benefits have a significant positive influence on individual's behavioral intention. The hypothesis is as follows:

H4: Perceived gains have a significant positive influence on behavioral attitudes.

2.2.5. Perceived Risk

Perceived risk is a consumer's anticipation of possible losses or harms arising from a consumer behavior, as well as possible adverse experiences during the consumption process. Miyazaki concluded based on his research that the greater the perceived risk of shopping, the greater the likelihood that consumers will reduce their shopping; Crespo found that consumer attitudes toward shopping via the Internet are negatively affected by perceived risk. Therefore, this paper concludes that perceived risk has a significant positive effect on an individual's behavioral attitude. The hypothesis is as follows:

H5: Perceived risk has a significant negative impact on behavioral attitudes.

2.2.6. Behavioral Attitude

Attitude refers to an individual's feeling of liking or disliking, positive or negative towards a certain behavior, so attitude is often seen as a conceptual function of an individual's salient beliefs about the evaluation of certain behavioral outcomes. The Theory of Planned Behavior suggests that attitude is an important influence on and predictor of purchase intention, and that the more positive an individual's attitude toward a behavior, the greater the probability of taking action. Therefore, this paper argues that behavioral attitudes have a significant positive influence on an individual's attitude toward a behavior. The hypothesis is as follows:

H6: Behavioral attitude has a significant positive influence on purchase intention.

3. Research Design and Data Collection

3.1. Questionnaire Design

The design of the questionnaire scale in this paper draws on the relevant research results of previous researchers, and the measurement items of all variables are adapted from the existing mature scales. The questionnaire is mainly divided into three parts: (1) the basic information of the survey respondents, the questionnaire set a total of gender, age, education, occupation, monthly income, the number of times of online shopping per month, and commonly used platforms, etc.; (2) the use of a mature Likert scale for investigating the factors influencing consumers' willingness to purchase agricultural products; (3) the setting of related questions to investigate the consumer's willingness to purchase.

3.2. Data Analysis

In this paper, the questionnaire was released through the questionnaire network platform, and the formal research was conducted from January to March 2023, and the questionnaire was collected by QQ, WeChat and other platforms, and a total of 612 questionnaires were recovered, and a total of 52 invalid questionnaires were excluded according to the principle of quality control, and the questionnaire validity rate was 91.50%.

The distribution of demographic characteristics of the sample is shown in Table 2. Consumers are mostly 18-25 years old, accounting for 55.56%, 26-30 years old accounted for 20.59%, 31-40 years old accounted for 16.83%; from the point of view of the composition of education, the largest number of consumers with bachelor's degree, accounting for 64.54%; from the point of view of the commonly used e-commerce platforms, Taobao accounted for the largest share of 69.46%, and Pinduoduo ranked the second, 55.18%. Overall, the survey sample has a good representation.

Table 1. Measurement indicators and content of variables

variant	measure term	Measurement item content
Behavioral attitudes (AT)	AT1	I believe that buying e-commerce products for poverty alleviation is conducive to driving the economic development of the product's place of origin
	AT2	I believe that the social benefits of purchasing e-commerce products to help the poor will increase my willingness to purchase them.
Subjective norms (SN)	SN1	People's evaluation of assisted agricultural products affects my purchase of e-commerce assisted agricultural products
	SN2	The volume of agricultural transactions will affect my purchase of e-commerce to help alleviate poverty and help agricultural products
	SN3	The platform's sales promotion will influence me to buy e-commerce-assisted agricultural products for poverty alleviation
	SN4	How much I know about the product affects my purchase of e-commerce-assisted agricultural products for poverty alleviation
	SN5	The government's publicity efforts will affect my purchase of e-commerce-assisted agricultural products for poverty alleviation
Perceived Behavioral Control (PBC)	PBC1	How do you think e-commerce helps ease the purchase of agricultural products for poverty alleviation
	PBC2	How much do you trust e-commerce for poverty alleviation to help agricultural products
Willingness to buy (PI)	ITP1	Do you prioritize pro-poor and pro-supportive agricultural products when you shop for similar agricultural products on e-commerce platforms?
	ITP2	Would you like to recommend the e-commerce poverty alleviation assistance agricultural products to your friends and family?
	ITP3	Are you willing to buy e-commerce poverty alleviation assistance agricultural products?
Perceived benefits (PB)	PB1	I think e-commerce to support agricultural products has a wider variety to choose from
	PB2	I think that e-commerce helps alleviate poverty by making agricultural products less expensive than offline market agricultural products
	PB3	I think that e-commerce helps alleviate poverty by helping the quality of agricultural products to be better than the quality of offline markets
Perceived Risk (PR)	PR1	Poor merchant services can cause consumer resistance to produce assistance
	PR2	The degree of completeness of product information has an impact on your purchase of e-commerce-assisted poverty alleviation agricultural products.
	PR3	The degree of perfection of the logistics service has an impact on your purchase of e-commerce to help the poor agricultural products.
Population Movement Statistics (PMS)	PMS1	Gender of consumers
	PMS2	Age of consumers
	PMS3	Consumer income
	PMS4	Consumers' occupations
	PMS5	Consumer qualifications
	PMS6	Number of online purchases by consumers
	PMS7	Types of e-commerce platforms commonly used by consumers
Trust (TR)	TR1	Platform trust affects your purchase of e-commerce-assisted agricultural products for poverty alleviation
	TR2	Merchant trustworthiness ratings affect your purchase of e-commerce-assisted agricultural products for poverty alleviation

Table 2. Demographic Characteristics of the Research Sample

Variable indicators	options	number of people	Proportion(%)
genders	Female	324	57.86
	Male	236	42.14
age	18-25 years old	305	54.46
	26-30 years old	117	20.89
	31-40 years old	99	17.68
	Above 40 years old	39	6.96
education attainment	Undergraduate	359	64.11
	Specialized	96	17.14
	High School	58	10.36
	Master and above	25	4.46
	Junior high school and below	22	3.93
careers	Student	295	52.68
	Staff (engaged in business work)	120	21.43
	Professionals (teachers/doctors/writers, etc.)	57	10.18
	Self-employed	35	6.25
	Others	21	3.75
	Leaders of government departments/enterprises at all levels	16	2.86
	Worker workers/other laborers	15	2.68
	Retirees	1	0.18
incomes	Less than 2000	259	46.25
	2000-5000	113	20.18
	5000-8000	94	16.79
	8000-12,000	55	9.82
	Above 12,000	39	6.96
Common platforms (multiple choice)	Pinduoduo	309	55.18
	Taobao	389	69.46
	Jingdong	209	37.32
	Orange Heart Preferred and other group-buying platforms	129	23.04

4. Data Analysis and Findings

4.1. Reliability and Validity Analysis

This paper utilizes Cronbach's coefficient values to analyze the reliability of each of the seven variables. As can be seen from the table below, the Cronbach coefficients of a total of six variables, namely, behavioral attitudes, subjective norms, perceived benefits, perceived risks, trust, and willingness to buy, are all greater than 0.6. Perceived behavioral control, on the other hand, has a Cronbach coefficient of only 0.542, which is more than unsatisfactory in terms of reliability, and is therefore removed from the entire model, proving that the hypotheses H2a and H2b do not hold.

Table 3. Cronbach's alpha coefficient reliability analysis table

variant	degree of measurement (math.)	Cronbach's alpha coefficient value
Behavioral attitudes (AT)	AT1	0.995
	AT2	
Subjective norms (SN)	SN1	0.767
	SN2	
	SN3	
	SN4	
	SN5	
Perceived benefits (PB)	PB1	0.719
	PB2	
	PB3	
Perceived Risk (PR)	PR1	0.749
	PR2	
	PR3	
Trust (TR)	TR1	0.753
	TR2	
Willingness to buy (PI)	PI1	0.774
	PI2	
	PI3	

Validity is the degree of truthfulness and accuracy of a study. In this paper, KMO and Bartlett's value are used for validity test. From the results of Bartlett's spherical test, it can be seen that the value of Sig is 0.000 and the KMO value is 0.925, which indicates that the measurement scale has good validity, and the subsequent data analysis and conclusions have strong credibility.

Table 4. KMO and Bartlett's test

KMO test and Bartlett's test		
KMO value		0.925
Bartlett's test of sphericity	approximate chi-square (math.)	4261.651
	df	190
	P	0.000***

Note: ***, **, * represent 1%, 5%, and 10% significance levels, respectively.

4.2. Factor Analysis

Before factor analysis of the influencing factors, it is first necessary to test the original data to determine whether it is suitable for the factor method. The observed value of Bartlett's sphericity test statistic is 3635.376, the P-value is less than the level of significance, and the original hypothesis is rejected. Meanwhile, the KMO value is 0.913 (>0.9), so the original variables are suitable for factor analysis.

After rotation can be more intuitive to observe the loadings of the 18 variables in each common factor, the rotated component matrix is shown in Table 5.

Table 5. Table of factor loading coefficients after rotation

	Post-rotation factor loading coefficients				Commonality (common factor variance)
	Factor 1	Factor 2	Factor 3	Factor 4	
level of understanding	0.528	0.026	0.304	0.037	0.373
Merchant Credibility	0.139	0.202	0.795	0.122	0.707
Platform trust	0.133	0.183	0.752	0.18	0.649
Government publicity	0.446	0.277	0.484	0.066	0.514
Platform Promotion	0.546	0.182	0.372	0.013	0.469
Product trading volume	0.371	0.294	0.576	0.039	0.557
Product Price	0.658	0.122	0.265	0.183	0.552
product quality	0.767	0.155	0.029	0.069	0.618
Product Variety	0.628	0.304	0.075	0.188	0.528
product evaluation	0.401	0.377	0.468	0.085	0.529
social benefit	0.389	0.47	0.187	0.219	0.455
Perfection of logistics	0.107	0.735	0.303	-0.009	0.643
Merchant Services	0.273	0.712	0.132	0.128	0.615
Product Origin	0.464	0.511	0.046	0.031	0.48
Product information completeness	0.069	0.748	0.265	0.138	0.653
Purchase or not	-0.011	0.181	0.249	0.809	0.749
Willingness to recommend	0.097	0.093	0.167	0.831	0.737
Will it be prioritized	0.241	0.017	-0.079	0.781	0.674

From the above table, it can be seen that the common degree corresponding to all the research items is higher than 0.4, indicating that there is a strong correlation between the research items and the factors, and the factors can effectively extract information. At the same time, F2 factor loadings of influential factor indicators are logistics perfection, merchant service and product information perfection, which can be named as perceived risk; F1 factor loadings of influential factor indicators are product price, product output and product variety, which can be named as perceived benefit; F3 factor loadings of influential factor indicators are merchant credibility and platform trust, which can be named as trust; F4 factor loadings of influential factor indicators are whether to buy or not to buy; and F4 factor loadings of influential factor indicators are whether to buy or not to buy. The influencing factor indicators with large factor loadings are whether to buy, whether to recommend and whether to prioritize, which can be named as willingness to buy.

4.3. Ordered Logit Regression Analysis Method

The dependent variable in this model is a binary choice variable, representing whether consumers are willing to buy e-commerce poverty alleviation assistance agricultural products, under the condition of allowing repeated observations, notation $p_i = p_r(Y_i = 1)$, the explanatory variable $X = (X_1, X_1, \dots, X_K)^T$ denotes the influencing factors, $\beta = (\beta_1, \beta_1, \dots, \beta_K)^T$ are the coefficients corresponding to the explanatory variables that are statistically significant at the 10% significance level, then the Logit model is:

$$\ln \frac{p_i}{1-p_i} = X_i \beta + u_i \quad (1)$$

We perform regression analysis on the survey data based on this model.

First, according to the model evaluation indicators, the performance of the model can be assessed or validity can be verified. The results of the likelihood ratio chi-square test of the model show that the significance P-value of 0.000***, level of significance is presented, the original hypothesis is rejected, and the model is valid, and the specific data are shown in Table 6.

Table 6. Model evaluation

likelihood ratio chi-square value	P	AIC	BIC
405.686	0.000***	437.686	506.933

Note: ***, **, * represent 1%, 5%, and 10% significance levels, respectively.

Table 7. Binary categorical logistic regression results

term (in a mathematical formula)	regression coefficient	standard error	Wald	P	OR	OR 95% confidence interval	
						limit	lower limit
a constant (math.)	-3.605	0.794	20.626	0.000***	0.027	0.006	0.129
level of understanding	0.068	0.151	0.201	0.654	1.07	0.796	1.44
Merchant Credibility	0.196	0.175	1.256	0.262	1.216	0.864	1.713
Platform trust	0.229	0.178	1.642	0.200	1.257	0.886	1.783
Government publicity	0.08	0.201	0.16	0.690	1.084	0.73	1.608
Platform Promotion	-0.219	0.185	1.397	0.237	0.804	0.559	1.155
Product trading volume	0.147	0.187	0.617	0.432	1.158	0.803	1.669
Product Price	0.368	0.173	4.509	0.034**	1.445	1.029	2.03
product quality	-0.224	0.181	1.529	0.216	0.799	0.56	1.14
Product Variety	0.37	0.181	4.173	0.041**	1.448	1.015	2.066
product evaluation	-0.136	0.209	0.423	0.516	0.873	0.579	1.316
social benefit	0.497	0.177	7.859	0.005***	1.644	1.161	2.327
Perfection of logistics	-0.24	0.184	1.704	0.192	0.787	0.549	1.128
Merchant Services	0.162	0.178	0.821	0.365	1.175	0.829	1.667
Product Origin	-0.193	0.171	1.284	0.257	0.824	0.59	1.151
Product information completeness	0.416	0.182	5.233	0.022**	1.516	1.061	2.166

Note: ***, **, * represent 1%, 5%, and 10% significance levels, respectively.

As can be seen from the above table, the significance p-values of product price, product variety and product information perfection are 0.034**, 0.041** and 0.022** respectively, which present significance at the 5% level, while the significance p-value of social benefit is 0.005***, which is significant at the 1% level and rejects the original hypothesis. Therefore, product price, product variety, product information perfection and social benefit will have a significant effect on purchase intention, while the other items do not present significance at the level of the level and cannot reject the original hypothesis.

4.4. Modeling Analysis of Consumer Purchase Intention and its Influencing Factors

Structural equation modeling is a statistical method to analyze the relationship between variables based on their covariance matrix. In this paper, we use AMOS26.0 to construct structural equation modeling and calculate the path coefficients and significant coefficients among the variables, so as to verify the hypotheses proposed above.

4.4.1. Model Fit Test

Model fit test refers to the establishment of a good model through certain statistical methods to test the degree of fit, in order to determine whether the model is able to more accurately describe the laws of the data, this paper to fit the X2 test as the main test index.

Table 8. Model fitting results

fitness index							
Model Default model	NPAR	CMIN	DF	P	CMIN/DF	RMR	RMSEA
	43.000	355.751	128.000	0.000	2.779	0.030	0.056
	GFI	AGFI	NFI	RFI	IFI	TLI	CFI
	0.931	0.908	0.903	0.884	0.936	0.923	0.935

It is easy to know from Table 8: all the indicators meet the standards set by the fitting index, indicating that the hypothesized model fits well with the data, and the rationality of the theoretical model of this paper is verified.

4.4.2. Path Significance Analysis

From the results in the table, it can be seen that the significant level of subjective norms on trust; trust on perceived benefits, perceived norms; perceived benefits, perceived risk on behavioral attitudes; behavioral attitudes on willingness to buy is less than 0.05. Except for the regression coefficient of subjective norms on the standardization of willingness to buy which is less than 0, the rest of the role of the relationship is a significant positive impact.

Table 9. Hypothesized relationship test table

trails			Estimate	S.E.	C.R.	P	suppose that...
trust	<---	Subjective norms	1.344	0.138	9.732	***	H2b established
Perceived Benefits	<---	Trust	0.808	0.068	11.819	***	H3a established
Perceived Risk	<---	Trust	0.781	0.065	12.006	***	H3b established
Behavioral Attitudes	<---	Perceived Benefits	0.439	0.076	5.742	***	H4 established
Behavioral Attitudes	<---	Perceived Risk	0.517	0.078	6.604	***	H5 Founded
purchase intention	<---	Behavioral Attitudes	.871	.068	12.871	***	H6 established
purchase intention	<---	Subjective norms	-0.11	0.076	-1.456	0.145	H2a does not hold
Note: *** indicates significant at the 1% level.							

4.4.3. Model Mediation Effect Analysis

The mediation effect analysis was carried out in SPSS25.0, taking trust as the independent variable X and behavioral attitude as the dependent variable Y. The mediation effect of perceived benefit and perceived risk was analyzed, while demographic variables such as gender and age were included in the control variables, and the specific results are shown in the following table:

From the above table, a and b are significant and c' is not significant, then it is fully mediated. Specifically, for the path: trust => perceived gain => behavioral attitudes, the mediating variable-perceived gain is fully mediated; trust => perceived risk => behavioral attitudes, the mediating variable-perceived risk is fully mediated. It can be verified that H3a and H3b hypotheses are valid and consistent with the above conclusion.

Table 10. Summary results of the mediating effect test

c Total effect	a	b	a*b mediating effect value	a*b (Boot SE)	a*b (z-value)	a*b (P-value)	a*b (95% Boot CI)	c' Direct effect	Test Conclusion
0.341	0.371	0.316	0.117	0.024	4.875	0.000***	0.167 - 0.074	0.068	Fully intermediated
0.341	0.421	0.371	0.156	0.028	5.476	0.000***	0.213 - 0.104	0.068	Fully intermediated

5. Research Conclusion and Recommendations

5.1. Research Conclusion

Through the specific data processing and analysis above, this paper draws 3 conclusions:

5.1.1. There are Many Potential Consumers of E-Commerce Poverty Alleviation Products

The main force behind the purchase of agricultural products is the young group aged 18-30, accounting for about 75% of the total sample. However, the group over 30 years old tends to have more stable income and stronger economic foundation, and the current purchase intention of this group is seriously insufficient to stimulate.

5.1.2. Perceived Benefits Stimulate Consumers' Purchase Intention

The data show that the perceived benefit has a positive regulating effect on consumers' purchase intention, and when the product price is appropriate, the product variety is rich and the product quality is excellent, consumers' purchase intention will be significantly enhanced. At the same time, regression analysis shows that the product price and product variety levels show significance, which will have a significant impact on purchase intention, confirming the positive regulatory effect of perceived benefits.

5.1.3. Subjective Norms have Limited Influence on Consumers' Purchase Intention

Through the path significance analysis, it can be seen that the positive effect of the model about subjective norms on consumers' purchase intention is not significant, which is corroborated with the factor analysis in the previous section. It can be seen that the subjective norms of consumers, such as platform promotion and government propaganda, will affect consumers' purchase intention of assisted agricultural products to a certain extent, but the overall scope of influence is limited and the effect is not obvious enough.

5.2. Recommendations

Based on the data analysis and research conclusions above, four points of recommended measures are proposed as follows:

5.2.1. Moderately Increase the Publicity and Promotion Efforts to Enhance the Popularity Rate of Assisted Agricultural Products

The publicity and promotion of e-commerce for poverty alleviation and agricultural products should adhere to the principle of targeted relevance and reduce the emergence of the phenomenon of unitary and officialized publicity. At the same time, it should start from the consumers themselves, make full use of the existing social network, realize the independent publicity of consumers, help popularize the agricultural products, and attract consumer input.

5.2.2. Improve the Platform Exchange Mechanism, Improve the Perceived Benefits

The e-commerce platform to help farmers should open a special module to help agricultural products, in order to facilitate consumers to quickly find at the same time, the e-commerce platform can also be used to collect information on consumer preferences for agricultural products, differentiated according to the different needs of the introduction of the activities, services and so on. In addition,

the establishment of the exchange mechanism can also break through the gap between supply and demand under the information asymmetry, and convey the price, quality and other advantageous features of agricultural products to consumers through multiple channels, so as to improve their perceived benefits and stimulate the desire to buy.

5.2.3. Establish Consumer Trust and Improve Service Quality

E-commerce platforms should actively maintain the image of their platforms, crack down on counterfeit and shoddy products, and establish a unified customer feedback mechanism to receive complaint information and solicit improvement opinions. At the same time, merchants should improve their own credibility, constantly improve the information related to help agricultural products, provide consumers with good quality products, and continuously improve customer satisfaction.

5.2.4. Reduce the Perceived Risk of Consumers, Stimulate the Desire to Buy

Perceived desire has a complete intermediary effect on the behavioral attitude of consumption, and more and more consumers are concerned about the perfection of product information, the perfection of logistics and the quality of merchant services. This is to help agricultural products e-commerce platform to strictly check the products, to ensure the authenticity of product information. At the same time to create a complete supply chain transportation channel, the fastest transportation speed to help agricultural products to consumers, to ensure the freshness of the product.

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