



The Influence of Suggestibility of Brand Names of Agricultural Products on Consumption Decision-Making: A Case Study of Names with Taste Suggestibility

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Abstract. With the continuous development of agricultural economy, China has entered the era of agricultural products brand from the era of agricultural products shortage, agricultural products market competition has gradually developed into quality, reputation, popularity and other comprehensive strength competition. So far, the brand construction of our country produce is still imperfect. This study explores how agricultural products with names of taste suggestive attributes influence consumer preferences, expectations, and purchasing decisions. Put forward feasible suggestions for the brand naming of agricultural products in reality, and help the brand building of agricultural products.

Keywords: agricultural products brand · Brand association · Consumer decision making

1 Introduction

1.1 Research Background

With the continuous development of agricultural economy, China has entered the era of agricultural products brand from the era of agricultural products shortage, and the agricultural products market competition has gradually developed into the competition of quality, reputation, popularity and other comprehensive strength. At present, the brand construction of agricultural products is not perfect. On the one hand, brand awareness of agricultural products is still weak. On the other hand, people's living standards and cognition continue to improve, more and more attention to the quality of agricultural products. Under the background of increasingly fierce market competition, brand building is an important means to promote agricultural development. Brand name, as the most basic part of brand elements, is also the most eye-catching. Compared with non-suggestive brand names, suggestive brand names have the advantage that they are easier to remember and can gain more favorable impression from consumers. As agricultural products themselves have certain quality concealing [1], the brand of agricultural products, as a special identifier, can show the quality characteristics of agricultural products to consumers through naming, and solve the problem of market information asymmetry to a certain extent.

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1.2 Research Status

Sihai Pei (2017) [2] believes that there is a lack of brand awareness in the construction of agricultural products brand, and the concept of production and management is outdated. The brand infrastructure of agricultural products is weak, and the degree of marketization and informatization is low, which indicates that the coverage of the brand construction of agricultural products is not broad enough, and the research is not deep enough, resulting in the quantity and quality of the brand construction of agricultural products lagging behind.

Jin Sun (2012) [3] believes that the influence of brand name suggestiveness on consumer decision making is the moderating effect of cognitive need and specialization. Consumers with low professional level or cognitive need tend to make purchase behaviors according to the suggestive brand name. Enterprises should provide marginal information to such consumers as much as possible, such as suggestive brand name. To help them make quick decisions. This theory is introduced into the field of agricultural products, taking the suggestiveness of agricultural products brand as the breakthrough point, taking the cognitive needs and professional level as the starting point, using the characteristics of human nature in psychology to design the brand of agricultural products, so as to influence the purchasing behavior of consumers.

Min Xie (2017) [4] believed that the order of influence of geographical indication agricultural products on consumers' purchase intention was brand performance value > brand communication power > brand display power, and proved that geographical indication is conducive to improving the brand competitiveness of agricultural products. The results show that most consumers are willing to buy geographical indication agricultural products. Therefore, the geographical indication is integrated into the brand name of agricultural products to make it easier for the products to be recognized by consumers.

Studies have shown that brand image of green agricultural products has a significant positive impact on consumers' purchase intention [5]. The better the performance of agricultural products, the higher the willingness of consumers to buy the agricultural products; The brand name of green agricultural products highlights the good taste and high quality of agricultural products, brings greater perceived value to consumers, and greatly improves consumers' purchase intention of agricultural products.

In recent years, Chinese scholars have carried out multi-dimensional and multi-angle discussion and research on product brand construction and the suggestiveness of product brand names, and made achievements in establishing brand awareness, cultivating characteristic brands, expanding brand scale and providing constructive suggestions on brand names. However, there is still a gap in the current research on the influence of brand name on consumers' purchasing decisions.

1.3 Research Significance

1.3.1 Theoretical Significance

This study investigates how agricultural products with taste and flavor suggestive attribute names affect consumers' preferences, expectations, and purchasing decisions, promoting the development of related fields in agriculture.

1.3.2 Practical Significance

Using agricultural product brand names as independent variables, name suggestion associations as intermediary variables, and consumer purchase intentions as dependent variables, this study constructs a model to explore the impact of agricultural product brand names on consumer purchase intentions, and proposes practical suggestions for agricultural product brand naming.

2 Research Hypotheses

Based on Shankar's (2009) [6] psychological analysis of the impact of brand name elements on consumer perceptions of high-level abstract concepts, this study focuses on agricultural product brand names with taste or flavor suggestive attributes. The study explores the inherent relationship between the suggestive information of agricultural product brand names and consumer purchasing decisions.

Based on this and the research topic, this study proposes the following hypotheses:

H1: Consumers have a positive association with the taste or flavor of agricultural products that contain suggestive attributes in the product name.

H2: Consumers have a higher preference for and expectations of the overall quality of agricultural products with names that contain taste or flavor suggestive attributes.

H3: Consumers have a stronger willingness to purchase agricultural products with names that contain taste or flavor suggestive attributes.

3 Study Design and Data Analysis

3.1 Questionnaire Design and Data Collection

3.1.1 Pre-research

In the early stages of the project, the researchers collected a large number of agricultural brand names from the market and categorised and summarised them to form a name attribute analysis sheet. This was followed by offline research to identify specific research participants. In the first study, 28 random passers-by were interviewed on "what types of attributes are most important in the brand names of agricultural products", and the results were as follows: taste/flavour > place name attributes > health attributes = functional attributes "The results show that consumers are most concerned with the different types of attributes implied in the names of agricultural products. The four attributes chosen for the study were: place name attribute, auspicious attribute, "freshness" attribute and taste/flavour. As shown in Table 1.

In the second study, 45 passers-by were randomly interviewed on "which of the four types of attributes - place name attribute, auspicious attribute, "fresh" symbol and taste/flavour attribute - they were most concerned about in the brand name of their produce". The order of concern for the different types of attribute was: taste/flavour > place name attribute = "fresh" hint > auspicious attribute. Therefore, the names of agricultural products containing taste or flavour attributes were selected as the target of the study. As shown in Table 2.

Table 1. Consumer attention to different cue attributes (N = 28)

Properties	Number of people	Proportion
Toponymic properties	7	0.250
Contains “fresh” hints	5	0.179
Health Attributes	5	0.179
Taste/Flavour	9	0.321
Functional attributes	1	0.036
Cultural Attributes	1	0.036

Source: The above data is based on a study of the influence of brand name suggestiveness on consumer decisions for agricultural products (same table below)

Table 2. Consumer attention to the four different categories of implied attributes (N = 45)

Properties	Number of people	Proportion
Toponymic properties	11	0.244
Contains “fresh” hints	11	0.244
Geely Properties	5	0.111
Taste/Flavour	18	0.400

3.1.2 Questionnaire Design

The questionnaire was designed to contain two main parts: basic personal information about the respondent and attitudes towards produce with suggestive brand names and their purchasing decisions. The second part of the questionnaire was based on a five-point Likert scale. The second part of the questionnaire was based on a five-point Likert scale, which asked consumers about their association with the name of the produce, their liking, their overall quality perception and their purchasing decisions. A total of five typical name examples were selected from the same four dimensions of the questionnaire. The questionnaire was edited and collected using the Questionnaire Star platform. A total of 318 valid questionnaires were collected.

3.1.3 Questionnaire Effect Testing

(1) Questionnaire Reliability Analysis.

Cronbach’s alpha is a statistic that measures the reliability of a questionnaire as the mean of the discounted reliability coefficients obtained from all possible methods of item classification.

The reliability of the Cronbach’s alpha coefficient was tested using SPSSAU software. Alpha coefficient values above 0.80 indicate that the scale has very good reliability and that there is a high degree of consistency in the results when the scale is repeated for the same thing. As shown in Table 3.

Table 3. Overall Reliability Analysis Table

Number of items	Sample size	Cronbach alpha coefficient
20	318	0.817

Table 4. Validity tests (N = 318)

KMO values		0.905
Bartlett sphericity test	Approximate cardinality	5438.529
	<i>df</i>	190
	p-value	0.000

(2) Questionnaire validity analysis.

KMO value is an indicator used to test the simple correlation coefficient and bias correlation coefficient between comparative variables and is mainly used in factor analysis of multivariate statistics. The KMO statistic generally takes a value between 0 and 1. The closer the KMO value is to 1, the stronger the correlation between variables and the more suitable the original variables are for factor analysis. In general, it is considered that a KMO value of 0.7 or above is better for factor analysis.

The validity was verified using the KMO and Bartlett's test, as can be seen from the table below: the KMO value was 0.905, which is greater than 0.8, and the study data was well suited to extract information, reflecting good validity from the side, as shown in Table 4.

From the above data, it is clear that the results of the questionnaire item analysis are feasible and have good reliability.

3.2 Empirical Analysis

3.2.1 Data Processing

The function of calculating variable refers to a mathematical transformation that deals with a certain item or multiple items in the questionnaire. In most cases, a variable is represented by multiple items, and only one variable can be used in the final correlation and regression analysis. In this case, it is necessary to calculate the average value of multiple items, and the comprehensive average value of multiple items represents the variable. In this study, a total of five typical agricultural product names are selected and investigated on the same four dimensions. For example, the association degree is represented by five items and the five items are expected to be processed as a whole (association degree), then the average value of these five items is generated by the function of generating variables.

3.2.2 Correlation Analysis

As shown in Table 5, (1) there is a significant positive correlation between the degree of association and the purchase decision ($r = 0.459$, $p < 0.01$), indicating that the degree of association of consumers to the taste or taste of products will affect their purchase decision. (2) There was a significant positive correlation between expected value or liking degree and purchase decision ($r = 0.481$, $p < 0.01$), indicating that consumers' expected value or favourability degree of products would affect their purchase decision. (3) There is a significant positive correlation between quality perception and purchase decision ($r = 0.455$, $p < 0.01$), indicating that consumers' perception of quality will affect their purchase decision. (4) There was a significant positive correlation between the degree of association, expectation or favourability ($r = 0.534$, $p < 0.01$), indicating that the degree of association of consumers on products will affect their expectation or liking of products. (5) There was a significant positive correlation between the degree of association and the degree of quality perception ($r = 0.531$, $p < 0.01$), indicating that the degree of association of consumers to the taste or taste of products will affect their perception of product quality. (6) There was a significant and highly positive correlation between expectation or favourability and quality perception ($r = 0.938$, $p < 0.01$), indicating that consumers' expectation or favourability of products will affect their perception of product quality. Therefore, it has been preliminarily proved that suggestive names of taste or taste can induce consumers to purchase by positively affecting consumers' association degree, expectation degree and quality perception degree.

4 Conclusions and Suggestions

4.1 Research Conclusion

Through research and analysis, as intermediate medium, the degree of association of agricultural products brand, overall quality perception and consumers' preference and expectation for agricultural products are correlated with consumers' purchasing decisions. Moreover, the degree of association, the degree of affection or expectation, and the

Table 5. Correlation analysis among variables (N = 318)

Variable		Purchase decision	Quality perception	Expected value/Favourability	Degree of association
Purchase decision	correlation coefficient	1			
Quality perception	correlation coefficient	0.455**	1		
Expected value/Favourability	correlation coefficient	0.481**	0.938**	1	
Degree of association	correlation coefficient	0.459**	0.531**	0.534**	1

degree of quality perception will have a significant positive impact on the purchase decision. At the same time, there is a positive correlation between the degree of association, the degree of liking or expectation, and the degree of quality perception.

The hypothesis of this study is demonstrated: consumers have a positive association with the taste or taste of agricultural products whose names contain taste or taste suggestive attributes, a higher brand preference, a higher expectation of overall quality, and a stronger purchase intention.

4.2 Management Suggestions

With the rise of agricultural production and management level, people's requirements for quality of agricultural products are gradually improved. In the marketing link of agricultural products, establishing a good brand of agricultural products is the key to promote the foreign sales of agricultural products, so the brand name of agricultural products is particularly important.

- (1) The brand naming of agricultural products needs to have certain positive suggestibility

This study found that the degree of association would have a significant positive impact on consumers' purchasing decisions. Therefore, when naming agricultural products brands, positive suggestive information such as good taste, good taste, good quality, fragrant smell and bright color of agricultural products can be incorporated more.

- (2) Combine the characteristics of agricultural products with the brand naming of agricultural products

There is a wide range of agricultural products, and each type of agricultural products has its own characteristics that cannot be replaced by other products. For example, due to geographical factors, the quality of this agricultural product is better than that of similar agricultural products in other places, so the brand naming based on geographical indication [4] can effectively expand the popularity of the agricultural product brand. Therefore, exploring the unique characteristics of agricultural products, such as good taste and good taste, and integrating the brand name can strengthen consumers' deep association and stimulate their purchase desire.

4.3 Research Deficiencies and Prospects

4.3.1 Insufficient Research

Although this study strives to be standardized and rigorous in the process of research and constantly verifies the research scale based on existing data and literature, there are still deficiencies in sample collection and research limitations:

- (1) The sample structure needs further improvement. Samples were collected by sending questionnaires online, and 318 questionnaires were collected in total. The proportion of women filling in the questionnaire is larger than that of men. Since it is college students who forward the questionnaire through wechat and QQ, more people aged 18–29 fill out the questionnaire, while fewer people aged 30–45 and 45–60 fill out the questionnaire. Therefore, the sample structure needs to be further improved.

- (2) Small sample size. In the pre-research stage, due to problems such as poor communication, many interviews were refused or invalid answers were given, leading to a small sample size of effective results, which may lead to inaccurate results in the pre-research stage.
- (3) This study takes brand names of agricultural products containing taste or taste properties as examples, but the scope of the research object is actually small. The other attributes implied in the naming of the brand name of agricultural products can be roughly analogized, but still unknown. Therefore, it needs to be further perfected in the future research.

4.3.2 Research Prospects

- (1) Brand naming of agricultural products is only one part of brand building of agricultural products, which is in the development stage as the strategic starting point of agricultural supply-side reform and rural revitalization in the new era [2]. However, there are few related research literatures on the specific measures and strategies to build agricultural products brand and maintain the follow-up management development. Therefore, it is necessary to further explore the brand construction and management of agricultural products.
- (2) With the rapid development of e-commerce, the publicity and promotion channels of agricultural products brands are more diversified. Using the advantage of the Internet to effectively publicize the brand of agricultural products can strengthen consumers' awareness of the brand of agricultural products. Therefore, the specific ways and strategies of using the Internet to promote agricultural products brands need to be further explored.

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