A Relationship between the Image of the Origin of Imported Fruits and Consumers' Purchase Intention Research

by

Yu Ji Chinese Graduate School, Panyapiwat Institute of Management, Nonthaburi, Thailand Tel: +668-5556-6381, E-mail: Tonyji2554@gmail.com

IJMBE International Journal of Management, Business, and Economics

A Relationship between the Image of the Origin of Imported Fruits and Consumers' Purchase Intention Research

by

Yu Ji

Chinese Graduate School, Panyapiwat Institute of Management, Nonthaburi, Thailand Tel: +668-5556-6381, E-mail: Tonyji2554@gmail.com

Abstract

This article uses cue theory, country of origin effect theory, and SOR model constructs. It verifies a structural equation model through literature construction hypotheses, revealing the specific mechanism by which the image of origin affects consumer purchase intention. The article found that origin image has a significant positive impact on brand trust and brand value, fruit brand trust has a significant positive impact on consumer brand attachment and brand value perception, and brand attachment has a significant positive impact on consumer purchase behavior intention. However, the emotional, functional, and cost values of the brand have no significant impact on brand attachment. Imported fruit consumer brand trust partially mediates the impact of origin image on consumer brand attachment. Finally, combined with the research conclusions, this article formulates relevant operational strategies that imported fruit companies can adopt, including amplifying the advantages of orchard origin promotion and using different combination strategies to create high customer brand attachment.

Keywords: Imported Fruits, Origin Image, Brand Trust, Brand Value, Brand Attachment

1. Introduction

1.1 Background and Importance of the Problem

China is the world's largest fruit-producing area and consumer market. According to data from the National Bureau of Statistics, the per capita consumption of fresh fruits and melons by Chinese residents has increased year by year. In 2019, the per capita consumption of fresh fruits and melons was 51.4 kilograms, an increase of 8.4% from the previous year. This article will build a stimulus-organism-response model (SOR model) of fruit brand imports based on the fruit origin effect theory and cue theory, and explore the origin of fruit brands on consumers' purchase intention. The impact mechanism is proposed, and effective mechanisms and operating methods for fruit import marketing and operation development are proposed.

1.2 Research Question

How to better leverage the origin effect of the country and each region and accumulate more brand potential in the process of helping related companies and brands develop?

1.3 Research Objective

The purpose of this article is to introduce brand trust and brand image as intermediary variables and explore the impact mechanism of the image of the origin of agricultural products on brand image, to provide a useful reference for the brand construction of imported fruits.

Objective 1: The origin image of fruit significantly and positively affects its brand trust.

Objective 2: The origin image of fruits significantly and positively affects their brand value.

Objective 3: Fruit brand trust significantly and positively affects its brand value.

Objective 4: Fruit brand trust significantly and positively affects its brand attachment.

Objective 5: The brand value of fruit significantly and positively affects its brand attachment.

Objective 6: Fruit brand attachment significantly and positively affects consumers' purchase intention.

Objective 7: Brand trust plays a mediating role between fruit origin image and brand attachment.

Objective 8: Brand value plays a mediating role between fruit origin image and brand attachment.

2. Literature Review

2.1 Related Concepts and Theories

2.1.1 Image of Origin

The impact of the image of the origin of a fruit brand on the brand image is mainly affected by two aspects (Li X, Wang Y, 2022). The image of the origin can directly show the fruit production environment, and at the same time, it can show the background of the fruit itself.

2.1.2 Brand Trust

Brand trust is a confidence expectation that consumers have for a brand. That is when faced with consumption risks caused by information asymmetry, consumers still believe in the brand and believe that the brand can provide goods and services that meet their expectations. (Quan D.M & Li H.C, 2021). Regional brand trust is consumers' brand confidence and willingness to recognize a specific region, which comes from consumers' perception of the brand's rationality (Zhao W.H, Xiao R.Y, 2019). Therefore, implementing innovation diffusion strategies to build and spread a new regional cultural framework can break through the stereotyped cognition of consumers in the host country, promote the cognitive convergence of consumers in the host country, and thereby gain brand trust based on cognitive rationality.

2.1.3 Brand Value

Brand value depends on the purchase intention and behavior that has not yet come, emphasizing the future incremental benefits that the brand brings to the company; some scholars also discuss brand value from an economic perspective and believe that brand value comes from consumers' perception of the brand. The subjective perception of the brand (Zhang H.H, 2022). When agricultural product merchants display agricultural products to consumers in the form of videos, on the one hand, the merchant's production costs are reduced, and on the other hand, consumers can spend less time understanding the agricultural products, thus promoting the cost value of the agricultural product brand to a certain extent.

2.1.4 Brand Attachment

Schultz (1989) first proposed the concept of brand attachment. He believed that attachment is the degree of perception and connection between the consumer's self and the brand. Park et al. (2006) proposed in their research that brand attachment is a cognitive and emotional bond between the consumer's self and the brand. They divided brand attachment into two dimensions: the connection between the brand and the self cognitive-emotional bond.

2.1.5 Purchase Intention

Zhang G.Z et al. pointed out that the safety value and emotional value of consumers' perceived value have a significant positive impact on the purchase intention of agricultural products. Yang Y. et al. pointed out that the hedonic value of consumers' perceived value has a positive impact on mobile phone brand purchase intention. Li M. & Guo X.Y pointed out that the health value of consumers perceived value has a significant positive prediction effect on healthy food consumption behavior.

2.1.6 Stimuli-Organism-Response Model

Mehrabian & Russell (1974) proposed the SOR model, whose three components are stimulus, organism, and response, and most of the past literature has reached agreement on these three basic variables (Mei et al., 2014). Bagozzi (1986), Mehrabian & Russell (1974) believe that in the SOR model, the most common factor is the stimulus external to the individual (S), which includes various factors in the physical sense (Bagozzi, 1986); the organism (O) is an important part of the SOR model involves the organism's sensory organs, nervous system, muscular system and psychological system; response (R) is the result variable that represents the individual's attitude or behavior, allowing the individual to make approaches or avoidances. According to the SOR model, the stimulus variable of the origin image proposed in this study will affect consumer brand trust and brand value, and then form a brand attachment, and finally form the response variable of consumer purchase intention, which is consistent with the SOR model. Therefore, research on the impact mechanism of origin image on consumer purchase intention can be conducted within the SOR framework, which has good explanatory power.

2.1.7 Stakeholder Theory

The germ of stakeholder theory began with Dodd (1932). Ansoff (1965) believes that "to formulate an ideal corporate goal, the conflicting claims among the company's many stakeholders must be comprehensively and balancedly considered. They may include managers, workers, shareholders, suppliers, and distributors. ". From the perspective of the fruit industry chain, it includes production, procurement, circulation, and retail, spanning the three industries of agriculture, logistics, and retail. The supply ecological chain includes the planting end, post-harvest processing, fruit circulation, fruit retail, and fruit cold chain logistics. This article will analyze the stakeholder composition of Enterprise Z in detail and conduct in-depth interviews from all aspects to further clarify the stakeholder network of the imported fruit supply chain and further promote its sustainable development.

2.2 Literature Surveys

Based on the existing research, this article takes the image of the origin of imported fruits and the brand value as a breakthrough point to conduct research. Relying on internet information technology, can effectively break the information barriers in each link of the supply chain, eliminate the problem of "information islands", and fully solve the problem of fruit to the table. The "first mile" and "last mile" brand impact issues. Explore the service capabilities of the domestically owned warehouse, trunk, line, and distribution cold chain logistics infrastructure network and the expanding international localized self-operated team, and summarize their influence on consumers' attachment to imported fruit brands.

2.3 Research Hypothesis

Aaker (2010) stated that consumers' preference for familiar brands is due to consumers' perception that manufacturers have spent time and money to gain recognition. Some scholars have proposed that there are three mechanisms for establishing consumer brand trust: experience mechanism, calculation mechanism, and transfer mechanism (Jin Y.F, Dong D.H & Liu R.M, 2006). Therefore, this article proposes the following hypotheses:

H1: The origin image of fruit significantly and positively affects its brand trust.

When purchasing specialty agricultural products, consumers often use the image of the origin as an external clue to the agricultural products. This phenomenon of consumers judging the value of agricultural products through the image of the origin of agricultural products is part of the impact of the image of the origin on the perceived value. (Zhang S.J, 2019). Due to information asymmetry, consumers predict the quality of unfamiliar products based on the image of the country of origin (Wang Y., Wang Y., 2021). Brand names with regional characteristics and excellent brand images are important consumption choices for brand-oriented consumers. Therefore, this article puts forward the following hypotheses:

H2: The origin image of fruit significantly and positively affects its brand value.

H2a: The origin image of fruits significantly and positively affects their functional value.

H2b: The image of a fruit's origin significantly and positively affects its emotional value.

H2c: The origin image of fruits significantly and positively affects their cost value.

Jin Y.F et al. (2006) the evolution of brand trust can be divided into three stages: trust establishment stage, trust extension stage, and trust realization stage. To sum up, the higher the consumer's trust in a fruit brand, the higher the perceived brand value, including functional mechanism, emotional value, and cost value. Therefore, this article proposes the following hypotheses:

H3: Fruit brand trust significantly and positively affects its brand value.

H3a: Fruit brand trust significantly and positively affects its functional value.

H3b: The brand trust in fruit significantly and positively affects its emotional value.

H3c: Brand trust in fruit significantly and positively affects its cost value.

Chinomona (2013) conducted an empirical test in South Africa and found that brand trust has a significant positive effect on brand attachment. When Liu B.B & Xie S.G (2015) explored the influencing factors of college students' brand attachment to budget hotels, they pointed out that college students' brand trust in budget hotels has a significant positive impact on brand attachment. MOUSSA & TOUZANI (2017) found that consumers' trust in hotel brands will affect their brand attachment. Given the above discussion, this article believes that consumers' trust in smartphone

brands will positively affect the formation of brand attachment. Therefore, this article proposes the following hypotheses:

H4: Fruit brand trust significantly and positively affects its brand attachment.

Liu Y. et al. (2019) divided perceived value into consumer-perceived functional value, symbolic value, hedonic value, and emotional value, and explored the impact mechanism of the four dimensions on brand attachment in the hotel context. The results showed that hotel brand perception value positively affects brand attachment. In summary, this article puts forward the following hypotheses:

H5: The brand value of fruit significantly and positively affects its brand attachment.

Brand attachment is essentially a special kind of love that people have for a brand. Emotional expression is often achieved by getting close to it and actively recommending it to others (Chu M.H, 2021). Therefore, this article proposes the following hypotheses:

H6: Fruit brand attachment significantly and positively affects consumer purchase intention.

The formation of brand trust is based on consumer experience. The image of origin summarizes the growth environment, variety, quality, and other characteristics of agricultural products to a large extent. This objective external clue shows consumers a trustworthy image and will deepen consumption. This article proposes the following hypotheses:

H7: Brand trust plays a mediating role between fruit origin image and brand attachment.

Haven Keller pointed out in "Strategic Brand Management" that brand value is the subjective consciousness that exists in consumers' minds, so customer value perception is the focus in the process of forming consumer purchase intention. Therefore, this article proposes the following hypotheses:

H8: Brand value plays a mediating role between fruit origin image and brand attachment.

3. Research Methodology

3.1 Research Design

Structural Equation Modeling (SEM) is a statistical analysis technique that includes factor analysis and path analysis. This article will construct a research model on origin image, brand trust, brand value, brand attachment and consumer purchasing behavior. Use SEM to study the scientificity and rationality of its path to derive scientific management content.

3.2 Population and Sample

Except for demographic information, the questionnaire design is adapted from mature scales at home and abroad, ensuring the scientific nature of measurement. The formal survey was conducted through the Questionnaire Star platform, with 379 questionnaires distributed and 339 valid questionnaires, with a valid questionnaire rate of 89.45%.

3.3 Research Instruments

In this article, 339 valid data recovered were analyzed using SPSS and AMOS data analysis software.

3.4 Data Collection

This article conducted a one-week questionnaire survey at the research site from April 10 to 16, 2023, and chose to randomly distribute online questionnaires.

4. Data Analysis and Findings

4.1 Data Analysis of the Quantitative Data

Loehlin (1992) proposed that the minimum requirement for constructing a structural equation model to collect valid samples is 10 times the number of questions. A total of 339 valid questionnaires were collected in this survey, which is far greater than 10 times the number of 26 observed variables, which meets the needs of the research. First, the specific results of the descriptive statistical analysis of the demographic data in the questionnaire are shown, as shown in Table 1:

Aspect	Question	Frequency	Percentage
Candan	Male	163	48.1
Gender	Female	176	51.9
	Under 17 years old	0	0
Ago	18-28 year	91	26.84
Age	29-50 year	234	69.03
	Over 50 years old	14	4.13
	High school or technical secondary school	9	2.65
Education	College or undergraduate degree	294	86.73
	Master	33	9.73
	PhD and above	3	0.88
	Below 1500	10	2.95
Income	1501-3000	25	7.37
Income	3000-8000	180	53.1
	8000 and above	124	36.58
	Weifang Cherry	40	11.8
Most Improgram Drand of	vietnamese durian	37	10.91
Fruit Origin	Hainan coconut	147	43.36
	Dandong strawberry	114	33.63
	Others	1	0.29

 Table 1 Descriptive Statistical Analysis

Table 1 shows that men account for 48.1% and women account for 51.9%; ages are mainly concentrated between 29-50 years old, accounting for 29.03%, and 18-28 years and above total 26.84%; in terms of education, respondents with a college or bachelor's degree account for the largest proportion was 86.73%. Respondents with a college degree or below and a master's degree or above accounted for 2.65% and 9.73% respectively. In terms of income, 300-8,000 yuan accounted for the largest proportion, 53.1%, and 8,000 yuan or more accounted for 36.58%. The most impressive brand of fruit origin is Hainan coconut, accounting for 43.36%. Only 10% of consumers choose Vietnamese durian and Weifang cherry.

4.1.1 Descriptive Statistics

As can be seen from the table below, the mean, standard deviation, skewness, and kurtosis of each item and its corresponding variable. The absolute values of skewness are all less than 2, and the absolute values of kurtosis are all less than 7, indicating that each item obeys the normal distribution (Finney & Distefano, 2006).

Items	Mean	standard deviation	Skewness	Kurtosis
YCD1	5.773	0.969	-0.708	0.382
YCD2	5.909	1.029	-0.962	0.766
YCD3	5.752	1.056	-0.930	0.863
YCD4	5.888	0.970	-0.851	0.821
PY1	5.519	1.217	-0.788	0.192
PY2	5.174	1.241	-0.773	0.691
PY3	5.038	1.361	-0.728	0.262
PY4	4.531	1.547	-0.290	-0.488
PX1	5.617	1.093	-0.819	0.777
PX2	5.419	1.195	-0.697	0.107
PX3	5.540	1.197	-0.928	0.844
PX4	5.245	1.210	-0.641	0.299
PX5	5.201	1.404	-0.658	-0.013
PX6	4.988	1.395	-0.617	-0.055
GM1	5.705	1.131	-0.881	0.887
GM2	5.605	1.103	-0.767	0.451
GM3	5.684	1.042	-0.743	0.589
QG1	5.531	1.144	-0.750	0.138
QG2	5.687	1.173	-0.922	0.497
QG3	5.198	1.252	-0.470	-0.037
GN1	5.696	1.011	-0.761	0.270
GN2	5.655	1.039	-0.833	0.810
GN3	5.802	1.026	-0.539	-0.421
CB1	5.440	1.218	-0.436	-0.325
CB2	5.528	1.170	-0.732	0.409
CB3	5.481	1.100	-0.703	0.662

Table 2 Descriptive Statistics

4.1.2 Reliability Analysis

l value, and cost value. The reliabilities of purchase behavior intention are 0.845, 0.862, 0.873, 0.772, 0.781, 0.795, and 0.822 respectively. The reliabilities are all above 0.7, which indicates that the questionnaire has good reliability.

Table 3 Reliability Analysis

Variable Name	Variable Abbreviation	Number of Questions	Cronbach's a
image of origin	YCD	4	0.845
brand attachment	PY	4	0.862
Brand trust	PX	6	0.873
emotional value	QG	3	0.772
functional value	GN	3	0.781
cost value	CB	3	0.795
purchase intention	GM	3	0.822

4.1.3 Confirmatory Factor Analysis

This article will use SPSS 26 and AMOS 24 software to test the validity of the sample. As can be seen from the table 4, the value of χ^2/df is 1.502, the value of RMSEA is 0.038, the value of SRMR is 0.040, the value of CFI is 0.967, and the value of TLI is 0.961. The model fitting indexes all reached ideal values, indicating that the confirmatory factor analysis model fit well.

 Table 4 Confirmatory Factor Analysis Model Fitting

Fit Index	χ^2	df	χ^2/df	RMSEA	SRMR	CFI	TLI
Judgment criteria			<3.00	< 0.08	< 0.08	>0.9	>0.9
Analyze results	417.670	278	1.502	0.038	0.040	0.967	0.961

As can be seen from the table below, the factor loadings of origin image, brand attachment, brand trust, purchase behavior intention, emotional value, functional value, and cost value are all above 0.5, the CR values are all above 0.7, and the AVE values are all above 0.5, according to Hair's (2010) suggestions in validity evaluation, the absolute value of the factor loading estimate should be at least above 0.5, and the best index value should be above 0.7; the average variance extracted (AVE) index value should be above 0.5; construct the belief reliability index value should be higher than 0.7. Therefore, this questionnaire has good convergent validity. At the same time, the method proposed by Fornell-Larcker (1981) is used to determine whether the square root of AVE is higher than the correlation coefficient between the two variables to determine whether there is discriminant validity. From the correlation analysis table, it can be seen that origin image, brand attachment, brand trust, The AVE square roots of purchase behavior intention, emotional value, functional value, and cost value are 0.762, 0.787, 0.735, 0.746, 0.738, 0.760, and 0.788 respectively, which are all greater than their corresponding correlation coefficients, so it shows that the questionnaire has good discriminant validity.

Variable	Items	Factor Loadings	S.E.	t-Value	р	CR	AVE
	YCD1	0.805	0.026	31.015	0.000		
YCD	YCD2	0.718	0.032	22.554	0.000	0 847	0.500
	YCD3	0.742	0.030	24.618	0.000	0.847	0.380
	YCD4	0.779	0.028	28.191	0.000		
	PY1	0.749	0.028	27.010	0.000		
DV	PY2	0.790	0.025	32.160	0.000	0.967	0.620
PY	PY3	0.834	0.021	39.603	0.000	0.807	
	PY4	0.775	0.026	30.173	0.000		
	PX1	0.684	0.033	20.616	0.000		
	PX2	0.819	0.023	35.750	0.000		
DV	PX3	0.723	0.030	24.163	0.000	0.075	0.540
ľΛ	PX4	0.675	0.034	20.016	0.000	0.873	0.340
	PX5	0.833	0.022	37.370	0.000		
	PX6	0.656	0.035	18.660	0.000		
CM	GM1	0.897	0.024	38.028	0.000	0.020	0 (21
GM	GM2	0.727	0.032	22.745	0.000	0.830	0.021

Table 5 Confirmatory Factor Analysis Parameter Estimation

	GM3	0.728	0.031	23.641	0.000		
	QG1	0.846	0.031	27.312	0.000		
QG	QG2	0.752	0.033	22.449	0.000	0.787	0.556
	QG3	0.622	0.041	15.268	0.000		
	GN1	0.746	0.034	22.044	0.000		
GN	GN2	0.722	0.035	20.606	0.000	0.781	0.544
	GN3	0.744	0.034	22.024	0.000		
	CB1	0.636	0.038	16.740	0.000		
CB	CB2	0.802	0.028	28.362	0.000	0.802	0.578
	CB3	0.829	0.027	30.596	0.000		

4.1.4 Common Method Bias

This article uses Haman's single factor and controlled unmeasured single method latent factor methods to assess common method bias. Put the measurement items into an exploratory factor analysis at the same time. In the unrotated factor analysis results, the variance explanation rate of the first common factor is 35.227%, which is less than 40%. Based on confirmatory factor analysis After adding the common method factor (χ 2=283.374, df =252, χ 2 /df =1.125, RMSEA = 0.019, SRMR=0.033, CFI= 0.993, TLI= 0.990), compared with the structural equation model fitting (see Table 4.12), The fitting indexes CFI, TLI, RMSEA, and SRMR did not improve significantly, so the common method bias had little impact on this article.

4.1.5 Related Analysis

The Pearson correlation coefficient is used to measure the linear relationship between two interval variables. From Table 6, we can see the mean, standard deviation, and correlation coefficient of each research variable. The origin image has a significant positive correlation with brand trust (r=0.367, p<0.01), a significant positive correlation with emotional value (r=0.387, p<0.01), and a significant positive correlation with functional value (r=0.355, p<0.01), has a significant positive correlation with emotional value (r=0.389, p<0.01); brand trust has a significant positive correlation with emotional value (r=0.389, p<0.01); brand trust has a significant positive correlation with emotional value (r=0.438, p<0.01), and has a significant positive correlation with functional value (r=0.438, p<0.01), there is a significant positive correlation with cost value (r=0.439, p<0.01), and a significant positive correlation with brand attachment (r=0.566, p<0.01); there is a significant positive correlation between brand attachment and purchase intention (r=0.538, p<0.01)). Therefore, the hypothesis is tentatively supported.

Variable	1	2	3	4	5	6	7
1. Image of origin	0.762						
2. Brand attachment	0.482**	0.787					
3. Brand trust	0.367**	0.566**	0.735				
4. Emotional value	0.387**	0.338**	0.357**	0.746			
5. Functional value	0.355**	0.558**	0.438**	0.230**	0.738		
6. Cost value	0.389**	0.597**	0.439**	0.295**	0.457**	0.760	
7. Purchase intention	0.303**	0.538**	0.402**	0.314**	0.366**	0.403**	0.788
mean	5.830	5.066	5.335	5.472	5.718	5.483	5.665
standard deviation	0.832	1.133	0.980	0.987	0.855	0.980	0.938

Table 6 Related Analysis

Note: *p<0.05, **p<0.01, the diagonal is the square root of AVE

4.1.6 Hypothetical Test

This article uses MPLUS8.3 software to conduct hypothesis testing through structural equation models. This article verifies the fitting of the structural model through χ^2/df , RMSEA, SRMR, CFI, and TLI. As can be seen from the table below, the value of χ^2/df is 1.588, the value of RMSEA is 0.042, the value of SRMR is 0.048, the value of CFI is 0.960, and the value of TLI is 0.955. The model fitting indicators have all reached ideal values, so it shows that the structural equation model model fits well.

 Table 7 Structural Equation Model Model Fitting

Fit Index	χ^2	df	χ^2/df	RMSEA	SRMR	CFI	TLI
Judgment criteria			<3.00	< 0.08	< 0.08	>0.9	>0.9
Analyze results	455.891	287	1.588	0.042	0.048	0.960	0.955

As can be seen from the table below, the coefficient size and significance of each path.

(1) In the relationship between origin image and brand trust variables, the standardized path coefficient between origin image and brand trust is 0.416, P<0.001, so H1 is supported.

(2) In the relationship between the functional value variables in the origin image and brand value, the standardized path coefficient between the origin image and functional value is 0.303, P<0.001, so H2a is supported.

(3) In the relationship between the emotional value variables in the origin image and brand value, the standardized path coefficient between the origin image and emotional value is 0.336, P<0.001, so H2b is supported.

(4) In the relationship between cost value variables in origin image and brand value, the standardized path coefficient between origin image and cost value is 0.360, P<0.001, so H2b is supported.

(5) In the relationship between brand trust and functional value variables in brand value, the standardized path coefficient between brand trust and functional value is 0.400, P<0.001, so H3a is supported.

(6) In the relationship between brand trust and emotional value variables in brand value, the standardized path coefficient between brand trust and emotional value is 0.267, P<0.001, so H3b is supported.

(7) In the relationship between brand trust and cost value variables in brand value, the standardized path coefficient between brand trust and cost value is 0.374, P<0.001, so H3b is supported.

(8) In the relationship between brand trust and brand attachment variables, the standardized path coefficient between brand trust and brand attachment is 0.240, P<0.001, so H4 is supported.

(9) In the relationship between emotional value, functional value, and cost value in brand value and consumer brand attachment variables, the standardized path coefficients between functional value, cost value, and brand attachment are 0.326, 0.420, P<0.001, it can be seen that the path The coefficient is significant. The standardized path coefficient between emotional value and brand attachment is 0.081, P>0.05. It can be seen that the path coefficient is not significant, so H5 is partially supported.

(10) In the relationship between brand attachment and consumer purchase behavior intention variables, the standardized path coefficient between brand attachment and consumer purchase behavior intention is 0.623, P<0.001, so H6 is supported.

	Path		Standardized Coefficient	<i>S.E</i> .	<i>t</i> -Value	р
Image of Origin	\rightarrow	Brand Trust	0.416	0.054	7.765	0.000
Image of Origin	\rightarrow	Functional Value	0.303	0.064	4.752	0.000
Brand Trust	\rightarrow	Functional Value	0.400	0.061	6.560	0.000
Image of Origin	\rightarrow	Emotional Value	0.336	0.065	5.205	0.000
Brand Trust	\rightarrow	Emotional Value	0.267	0.064	4.194	0.000
Image of Origin	\rightarrow	Cost Value	0.360	0.060	6.030	0.000
Brand Trust	\rightarrow	Cost Value	0.374	0.059	6.377	0.000
Functional Value	\rightarrow	Brand Attachment	0.326	0.059	5.525	0.000
Emotional Value	\rightarrow	Brand Attachment	0.081	0.050	1.612	0.107
Cost Value	\rightarrow	Brand Attachment	0.420	0.057	7.382	0.000
Brand Trust	\rightarrow	Brand Attachment	0.240	0.059	4.084	0.000
Brand Attachment	\rightarrow	Purchase Intention	0.623	0.042	14.861	0.000

 Table 8 Descriptive Statistics Table of Basic Demographic Information

4.1.7 Mediation Effect Test

As can be seen from the table below, the total effect of country of origin image on brand attachment is significant (β =0.505), and the confidence interval does not include 0 (0.398, 0.593); the direct effect of country of origin image on brand attachment is significant (β =0.170), and the confidence interval Excluding 0 (-0.065, 0.266), the effect size is 33.66%; the mediating effect of brand trust on origin image and brand attachment is significant (β =0.102), the confidence interval

does not include 0 (0.057, 0.163), the effect size is 20.20 %; the mediating effect of brand value on origin image and brand attachment is significant (β =0.233), the confidence interval does not include 0 (0.165, 0.312), the effect size is 46.14%; the total mediating effect is significant (β =0.335), the confidence interval Excluding 0(0.255,0.425), the effect size is 66.34%. Therefore, it shows that brand value and brand trust have significant mediating effects on origin image and brand attachment, and hypotheses H7 and H8 are supported.

Table 9 Mediating Effect Analysis

Path	Mediating	Effect	Bias-Corrected 95% CI		
	Effect	Size	Lower	Upper	
Total effect: country of origin image \rightarrow brand attachment	0.505	100%	0.398	0.593	
Direct effect: image of origin \rightarrow brand attachment	0.170	33.66%	0.065	0.266	
Ind1: Origin image \rightarrow brand trust \rightarrow brand attachment	0.102	20.20%	0.057	0.163	
Ind2: Origin image \rightarrow brand value \rightarrow brand attachment	0.233	46.14%	0.165	0.312	
total mediating effect	0.335	66.34%	0.255	0.425	

Table 10 Research Hypothesis Conclusion

Hypothesis	Content	Conclusion
H1	The origin image of fruits significantly and positively affects their brand	Accepted
	trust.	
H2a	The origin image of fruits significantly and positively affects their functional value.	Accepted
H2b	The image of a fruit's origin significantly and positively affects its emotional value.	Accepted
H2c	The origin image of fruits significantly and positively affects their cost value.	Accepted
H3a	Brand trust of fruit significantly and positively affects its functional value.	Accepted
H3b	The brand trust of fruit significantly and positively affects its emotional value.	Accepted
H3c	Brand trust of fruit significantly and positively affects its cost value.	Accepted
H4	Fruit brand trust significantly and positively affects its brand attachment.	Accepted
Н5	The brand value of fruit significantly and positively affects its brand attachment.	Rejected
Н6	Fruit brand attachment significantly and positively affects consumer purchase intention.	Accepted
H7	Brand trust plays a mediating role between fruit origin image and brand attachment.	Accepted
H8	Brand value plays a mediating role between fruit origin image and brand attachment.	Accepted

4.4 Summary of the Results

The article found that origin image has a significant positive impact on brand trust and brand value, fruit brand trust has a significant positive impact on consumer brand attachment and brand value perception, and brand attachment has a significant positive impact on consumer purchase behavior intention. However, the emotional, functional, and cost values of the brand have no significant impact on brand attachment. Imported fruit consumer brand trust partially mediates the impact of origin image on consumer brand attachment. Finally, combined with the research conclusions, this article formulates relevant operational strategies that imported fruit companies can adopt, including amplifying the advantages of orchard origin promotion and using different combination strategies to create high customer brand attachment.

5. Conclusion, Discussion, and Recommendation

5.1 Conclusion

This article uses 339 valid questionnaires and uses a variety of statistical analysis methods to conduct a systematic study on the impact of the image of the origin of imported fruits on consumer purchase intentions. It also draws on cue utilization theory, origin effect theory, stakeholders Theory, and stimulus-organism-response model, using qualitative and quantitative research methods, especially grounded research methods, to sort out the key variables in studying the origin effect of fruits, construct a mechanism model of the impact of the image of the origin of imported fruits on consumer purchase intentions, and explore the brand as a mediating role of value and brand trust.

5.2 Discussion

1) The image of the country of origin has a significant positive impact on brand trust. When the country's image is dominated by cognitive components, its direct impact on product evaluation is smaller than the impact of product belief on product evaluation.

2) The image of the country of origin has a significant positive impact on brand trust. Emotional value in value has a significant positive impact. The country of origin may also become an attribute that reflects consumer taste and status due to its international status or long-term accumulated product prestige. Purchasing products from a certain country will become a status or taste. Symbol, thus making origin information an invisible trade barrier, affecting consumers' emotional value recognition of product brands.

3) Origin image has a significant positive impact on functional value in brand value. When consumers there is relatively rich product knowledge, the origin image will summarize consumers' beliefs about product attributes, and then affect consumers' brand attitude.

4) The origin image has a significant positive effect on the cost value of brand value. Impact, as a "signal", the image of the origin will affect consumers' product beliefs, which in turn affects consumers' evaluation of the product.

5) Brand trust has a significant positive impact on consumers' brand attachment and high-quality quality, perfect services can make consumers more trustful in imported fruit brands, thereby stimulating consumers' brand attachment and purchase intention of imported fruit brands.

6) Brand trust has a significant positive impact on the emotional value of the brand, for future safety considerations will be strong emotional value recognition for the fruit brand, and it is believed that the product brand considers providing more reassuring products from the perspective of consumers.

7) Brand trust has a significant positive impact on the functional value of the brand. Imported fruit brands not only provide consumers with provide healthy, delicious, safe, and nutritious products, but brand trust in this area allows consumers to form functional recognition of the fruit brand in a timely and effective manner.

8) Brand trust has a significant positive impact on the cost value of the brand. On the one hand, trust allows them to make quick choices and save purchasing time. On the other hand, trust in regional brands makes consumers think that local products can have higher cost performance characteristics.

9) Brand value has no significant impact on brand attachment. Consumers are accustomed to giving higher requirements and opinions, and the perception of emotional value, functional value and cost value of brand value is relatively slow. The perception of brand value can rarely affect consumers' perception of imported fruit brands.

10) Brand attachment has a significant positive impact on consumers' purchasing behavior intentions, actively establishes and enhances consumers' emotional attachment, increases the emotional connection between brands and consumers, and promotes positive word-of-mouth communication among consumers.

11) Brand trust plays an intermediary role. In the process of brand building, companies must actively take measures to make consumers recognize the brand from an attitude and be loyal to the brand from a behavioral perspective, thereby enhancing the core competitiveness of the corporate brand.

5.3 Recommendation

1) Industrial cross-integration: with the support of high-tech, modern information technology, etc., form a new and comprehensive industrial form, adopt independent operating models, organizational forms, and management mechanisms, and provide products that better meet market needs.

2) Carry out relationship marketing: The relationship marketing strategy with the theme of brand museum, brand community and brand experience should become a key tool.

3) Amplify the advantages of orchard origin promotion: on the one hand, create special cross-border tourism projects; on the other hand, In terms of promoting the further development of fruit trade.

4) Create high customer brand attachment: In the era of global brand competition, foreign brands face China's vast market and need to establish long-term partnerships with customers.

5) Improve the image of the country of origin, On the one hand, the government and industry associations of the place of origin must pay attention to the image or trademark of the place of origin. On the other hand, managers must shape and highlight the unique qualities of the fruit products of the place of origin so that they have unique memories and associations.

6) Speak well of fruit Brand cultural stories, creating high-end brands of imported fruits can tap into their cultural connotations, form their unique consumer culture, and become a vivid carrier of cultural dissemination.

References

- Aaker, J. L. (1999). The malleable self: The role of self-expression in persuasion. Journal of Marketing Research, 36(2), 45-57.
- Ansoff, H. I. (1964). A quasi-analytic approach to the business strategy problem. *Management Science*, *MT*-4(1), 67-77.
- Bagozzi, R. P. (1986). Attitude formation under the theory of reasoned action and a purposeful behavior reformulation. *The British Psychological Society*, 25(2), 95-107.
- Chinomona, R., Dhurup, M., & Chinomona, E. (2013). Does employee perceptions of fit to job, fit to organization and fit to community influence job performance? The case of Zimbabwe's manufacturing sector. *AOSIS*.
- Dodd, H. (1932). Treatment of osteomyelitis. BMJ, 2(3749), 898-899.
- Li, X., Wang, Y., & Ba, W. (2022). How to choose a business model for self-media: "Broad and flat" or "Few and fine". *Times Economics and Trade*, 19(3), 32-37.
- Liu, B., & Xie, S. (2015). Research on the relationship between brand trust, self-concept consistency and brand attachment taking budget hotels as an example. *Value Engineering*, *34*(20), 6.
- Mei, T. G., Vigneswari, K., & Muhammad, Z. (2014). Comparison of Stimulus-Organism-Response Framework between International and Local Retailer. *Procedia - Social and Behavioral Sciences*, 130, 461-468.
- Park, C. W., MacInnis, D. J., & Priester, J. (2006). Beyond attitudes: Attachment and consumer behavior. *Seoul Journal Business*, 2, 3-35.
- Quan, D., & Li, H. (2021). Research on the relationship between brand trust, e-commerce service recovery and consumer repurchase-based on consumer forgiveness scenario analysis after online shopping service errors. *Price Theory and Practice (4)*, 129-132.
- Schultz, S. S., Kleine, R. E., & Kernan, J. B. (1989). These are a few of my favorite things-toward an explication of attachment as a consumer behavior construct. *Advances in Consumer Research*, 16, 359-366.
- Spears, N. (2015). The role of emotions and shopping enjoyment in visiting web sites announced in advertisements. *Springer International Publishing*.

- Wang, X., Liu, Y., & Chen, B. (2020). Research on adaptive planting of summer corn varieties in Dongtai City in 2019. Modern Agricultural Science and Technology (022).
- Wang, Y., & Wang, Y. (2021). Research on the impact of regional brand image of agricultural products on consumers' purchase intention—taking Rizhao green tea as an example. *Rural Economy and Technology*, 32(12), 4.
- Yu, D., Dong, D., Jin, Y., & Li, G. (2006). Research on perceived risks of online shopping based on consumer perspective. *Proceedings of the 2006 Annual Meeting and the Fourth National Member Congress of the China Marketing Society.*
- Zhang, H. (2022). Differences in property rights, social responsibility and operating efficiency of circulation enterprises based on the perspective of brand value. *Business Economics Research*, 2022(7).
- Zhao, W., & Xiao, R. (2019). Regional brand internationalization strategy proposition based on institutional rationality. *Jiangxi Social Sciences*, *39*(2), 224-230.
- Zheng, B., Jin, Y., Dong, D., & Liu, R. (2007). Creation and empirical testing of China's local logistics service quality evaluation indicators. *Management Review*, 19(4), 7.