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Consumer Demand and Purchase Intention for Pinggu Peaches

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ABSTRACT

Of the 910 questionnaire responses collected through online channels, 852 were included in the analysis according to the criteria of informed consent and adult respondent status. The survey covered demand for fresh peaches in general and respondents' conditional willingness to purchase Pinggu peaches if product quality was assured. Descriptive statistics, reliability analysis, and an ordered logit model were used to examine statistical associations between consumer evaluation indicators and purchase-intention ratings. The mean conditional purchase-intention score was 3.71, with 64.67% selecting "agree" or "strongly agree." After controlling for respondent characteristics and consumption experience, evaluations of product quality, the specific "Xiao Zhai" intellectual property (IP) character, and logistics assurance were significantly and positively associated with higher purchase intention. The coefficient for channel experience was positive but did not reach the 5% significance level in the joint model. Recommendations concern fruit-quality assurance, transparency of origin information, improvements in logistics services, and better pick-your-own experiences. These findings apply to this online survey sample and should not be directly generalized to the actual purchasing behavior of all Pinggu peach consumers.

KEYWORDS: *Pinggu peaches; consumer demand; purchase intention; influencing factors; ordered logit model.*

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1. INTRODUCTION

With the expansion of agricultural e-commerce, direct sourcing from production areas, and pick-your-own experiences, consumers' concerns about fresh peaches and other perishable agricultural products encompass not only product quality and price but also purchasing channels and delivery assurance. Existing studies have examined product presentation, interaction modes, perceived risk, satisfaction, and repurchase intention in agricultural e-commerce livestreaming [1–10]. Research on preferences for agricultural-product attributes also provides a comparative perspective [11]. As a geographically indicated product with distinctive local characteristics, Pinggu peaches are associated with fresh consumption, gift giving, and orchard-picking experiences. However, consumers of peaches in general are not necessarily actual purchasers of Pinggu peaches; the object of measurement and scope of conclusions must therefore be aligned.

This study describes respondents' demands using responses to an online questionnaire about fresh-peach purchasing channels, product attributes, packaging, and picking experiences. It then constructs an ordered logit model using item G1-1, "Willingness to purchase Pinggu peaches provided that quality is assured," as the dependent variable. Item A1, which asks whether respondents purchased fresh peaches in the preceding 12 months, does not establish whether they actually purchased Pinggu peaches. Accordingly, this study distinguishes general fresh-peach purchasing experience from conditional purchase intention for a specific product. All statistical inferences are restricted to the survey sample, and associations are not interpreted as causal effects.

2. Survey Design and Research Methods

2.1. Questionnaire Sources, Sample Screening, and Data Preparation

The survey covered consumption experience (A), perceptions of quality and technology (B), digital channel experience (C), brand IP and packaging preferences (D), logistics and after-sales needs (E), picking activities and rural cultural tourism (F),

purchase and repurchase intentions (G), and respondent characteristics (H). A total of 910 responses were recorded, of which 870 indicated informed consent and 40 did not. Among the consenting respondents, another 18 were younger than 18 years old. The principal analysis therefore included 852 consenting adult respondents. No verifiable probability sampling frame, number of invitees, or overall response rate was available; the data thus constitute a nonprobability online sample. Because the questionnaire did not directly ask whether respondents had purchased Pinggu peaches, general fresh-peach purchasing experience cannot be treated as actual experience of purchasing Pinggu peaches.

For multiple-response questions, each option's selection percentage was calculated as the number of respondents in the analytical sample selecting that option divided by 852; consequently, percentages across options may total more than 100%. Data checks showed that item A9 specified "select up to three," yet 736 of the 852 analyzed responses selected more than three options (86.38%). The exact reason cannot be determined from the exported data alone and may be related to platform selection limits, submission logic, or data export procedures. The original responses were retained without deleting or arbitrarily correcting records exceeding the limit. For A9 and other items exceeding selection limits, only the actual selection percentages are reported; their relative magnitudes are not treated as preference rankings under a strictly enforced selection limit.

2.2. Variables and Analytical Framework

The dependent variable is G1-1, "I am willing to purchase Pinggu peaches if their quality is assured," scored from 1 to 5 according to the original response categories. This item measures self-reported purchase intention under the specific condition of quality assurance, rather than unconditional purchase intention or actual transactions. The explanatory variables are the means of three items each for quality evaluation (B1-1, B1-2, B1-4), channel experience (C1-1, C1-2, C1-4), evaluation of the "Xiao Zhai" IP character (D2-1, D2-2, D2-3), and logistics assurance (E5-1, E5-2, E5-4). Items B1-3, B1-5, C1-3, C1-5, D2-4, and E5-3 were excluded to avoid incorporating wording such as "increase purchase intention" and "repurchase intention" that directly overlaps with the dependent variable. Quality-related explanatory items partly overlap conceptually with the outcome's wording, "quality is assured"; their coefficients may therefore partly reflect a shared survey context and must not be interpreted as independent effects of quality interventions. Measurements specific to the "Xiao Zhai" IP character cannot be generalized to awareness of the overall Pinggu peach brand.

Within the analytical framework, stable product quality and testing information may be related to purchase-intention ratings conditional on quality assurance. Convenient channels, authentic product displays, and direct links to production areas reflect the consumer experience. Recognition of the "Xiao Zhai" IP character, its association with the production area, and its suitability for gift packaging capture evaluations of this particular character. Protective packaging and trackable delivery reflect expected logistics services. Previous studies of e-commerce interaction, agricultural-product attributes, and repurchase intention provide background for these indicators [1,4,8,10–11], but do not establish that the thematic indices in this questionnaire are validated independent latent variables. The model tests conditional statistical associations within the sample.

Table 1. Measurement Items and Definitions of Core Variables

Variable	Questionnaire item(s)	Operational definition
Purchase intention (Y)	G1-1	Five-point agreement scale: 1 = strongly disagree; 5 = strongly agree
Perceived quality	B1-1, B1-2, B1-4	Mean of quality stability, trust in testing information, and eco-growing label items
Channel experience	C1-1, C1-2, C1-4	Mean of channel convenience, short-video display, and direct-from-origin connection
"Xiao Zhai" IP evaluation	D2-1, D2-2, D2-3	Mean of IP recognizability, origin association, and gift-box suitability
Logistics assurance	E5-1, E5-2, E5-4	Mean of protective packaging, logistics traceability, and origin traceability
Controls	H2, H3, H6, H7, A2, A7, A8	Age, gender, income, education, purchase frequency, online purchasing and picking experience

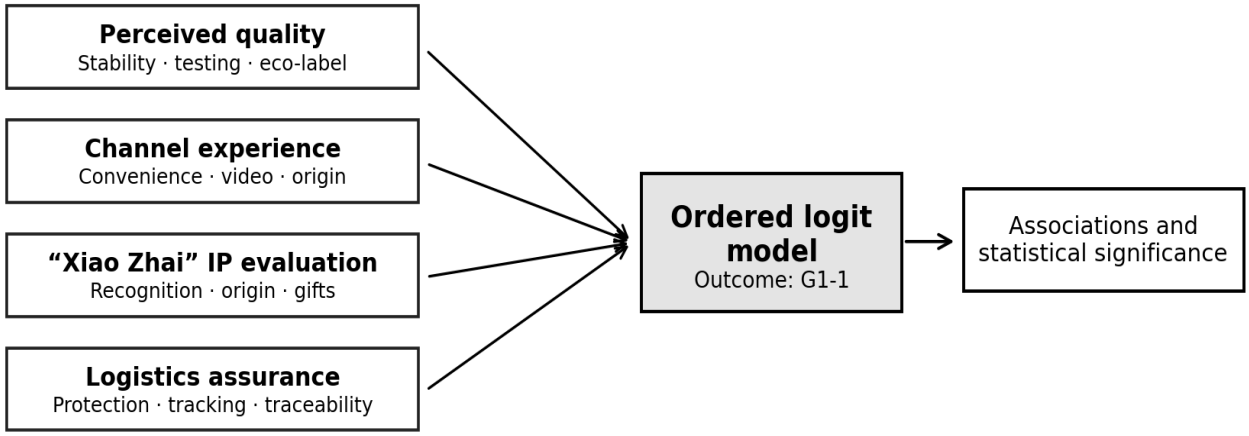


Figure 1. Analytical Framework for Factors Associated with Purchase Intention for Pinggu Peaches

2.3. Measurement Consistency and Ordered Logit Model

Arithmetic means were calculated for the three items in each consumer-perception index, and Cronbach's alpha was used to examine internal consistency. Because items were grouped thematically, high internal consistency does not in itself demonstrate construct validity. The correlation matrix of the 12 items was further used to calculate the Kaiser–Meyer–Olkin (KMO) statistic and Bartlett's test of sphericity, inspect principal-component eigenvalues, and examine correlations between indices and variance inflation factors (VIFs). As the dependent variable is an ordered rating from 1 to 5, a cumulative logit specification was estimated. To make positive coefficients indicate higher purchase intention, the cumulative log-odds that respondent i falls in category j or below are defined as follows:

$$logit[P(Y_i \leq j \mid X_i)] = \kappa_j - \sum_k \beta_k X_{ik} \quad (1)$$

Here j = 1, 2, 3, 4; κ_j is a threshold parameter; β_k is a coefficient of an explanatory variable; and X_{ik} is explanatory variable k for respondent i. Positive coefficients correspond to higher purchase intention. Under this parameterization, the cumulative probability is expressed as follows:

$$P(Y_i \leq j \mid X_i) = \frac{exp(\kappa_j - \sum_k \beta_k X_{ik})}{1 + exp(\kappa_j - \sum_k \beta_k X_{ik})} \quad (2)$$

The proportional odds ratio (OR) associated with a one-unit increase in an explanatory variable is:

$$OR_k = exp(\beta_k) \quad (3)$$

The model includes perceived quality, channel experience, brand-character evaluation, and logistics assurance, along with gender, age, education, income, purchasing frequency, online shopping experience, and orchard-picking experience. Men are the reference group for gender. Age and purchasing frequency are approximately treated as linear ordered categories; purchasing frequency is reverse-coded so that a higher value indicates more frequent purchases. For education and income, separate indicators are created for "prefer not to disclose," and their ordinal components are assigned the middle category rather than treating non-disclosure as the highest category. The proportional-odds assumption is examined using four cumulative binary logit models and a joint Wald test of equality of slopes across thresholds with respondent-clustered robust covariance matrices. This diagnostic does not replace validation of all model specification assumptions. VIFs assess collinearity, and sensitivity is examined across alternative combinations of variables and sample inclusion rules. All tests are calculated from the original responses.

3. Survey Results and Analysis

3.1. Sample Characteristics and Basic Purchasing Patterns

Among the 852 analyzed responses, 50.12% identified as male, 48.12% as female, and 1.76% as another gender or preferred not to disclose. Respondents aged 18–24 accounted for 14.32%, ages 25–34 for 29.69%, ages 35–44 for 27.58%, ages 45–54 for 19.84%, and ages 55 and above for 8.57%. In the previous 12 months, 93.78% had purchased fresh peaches in general; 68.54% had bought fresh products online, and 44.37% had picked fruit at an orchard. Routine household consumption remained the main consumption context (81.34%).

Table 2. Respondent Characteristics and Consumption Experience (N = 852)

Dimension	Category	Count	Percentage (%)
Gender	Male	427	50.12
Gender	Female	410	48.12
Gender	Other / prefer not to disclose	15	1.76
Age	18–24	122	14.32
Age	25–34	253	29.69
Age	35–44	235	27.58
Age	45–54	169	19.84
Age	55 and older	73	8.57
Purchasing experience	Purchased fresh peaches in past 12 months	799	93.78
Purchasing experience	Purchased fresh products online	584	68.54
Purchasing experience	Orchard-picking experience	378	44.37

In terms of purchasing channels, wet markets or fruit stores (72.30%) and large supermarkets (61.74%) were most frequently selected. Conventional e-commerce platforms (50.35%), community group-buying channels (35.56%), and short-video or livestreaming platforms (28.99%) also had substantial coverage. Offline retail channels therefore remained important, while online channels offered more diversified purchasing options. These channel responses concerned peaches or other fresh agricultural products and did not specifically represent actual sales channels for Pinggu peaches.

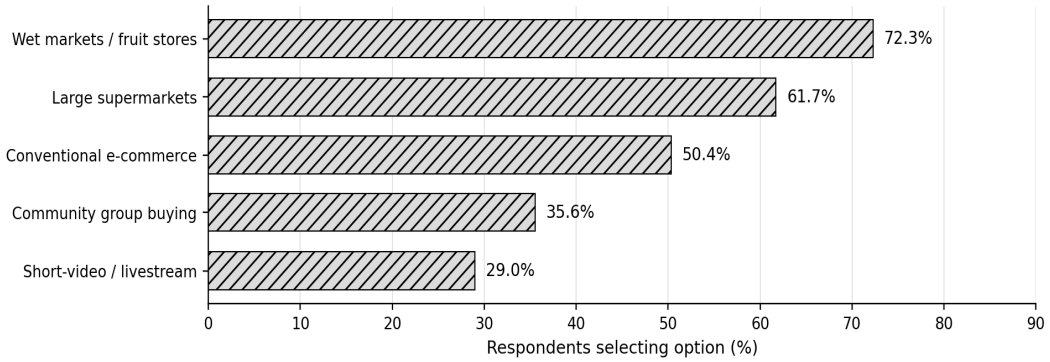


Figure 2. Selection Percentages for Purchasing Channels of Peaches and Other Fresh Agricultural Products

3.2. Product Attributes and Consumer Service Needs

Observed selections for item A9 were as follows: freshness, 85.09%; sweetness/taste, 80.87%; price, 66.20%; food safety/testing information, 55.87%; and authenticity of origin, 45.31%. Because many responses exceeded the questionnaire's "select up to three" restriction, these percentages describe selection frequencies in the recorded data only. They cannot be regarded as strict preference priorities under a properly enforced limit or converted into mean ratings on a five-point scale.

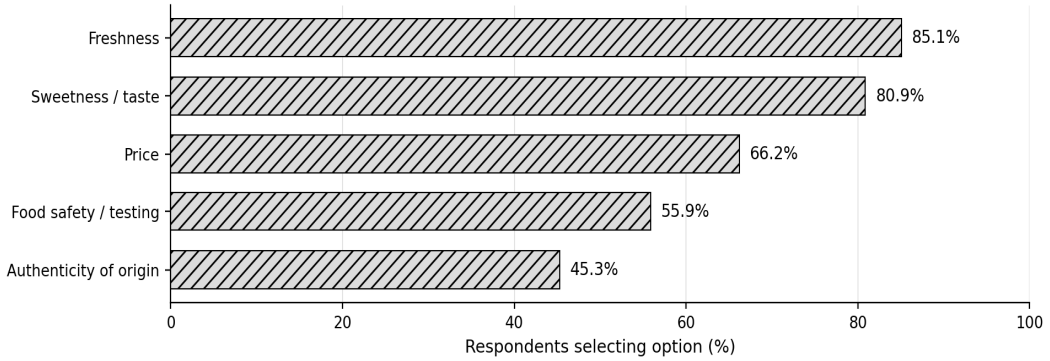


Figure 3. Selection Percentages for Fresh-Peach Attributes (Exploratory Description)

Mean scores for perceived quality, channel experience, brand-character evaluation, and logistics assurance ranged from 3.69 to 3.75; Cronbach's alpha ranged from 0.749 to 0.882. This suggests some internal consistency within each group of items, but does not independently demonstrate measurement validity. The correlation

between perceived quality and channel experience was r = 0.765, indicating substantial shared variation. For the 12 modeled items, the KMO statistic was 0.846 and Bartlett's test of sphericity was significant ($\chi^2(66) = 4841.49$, $p < 0.001$), suggesting that the correlation matrix is suitable for additional structural exploration. Only three correlation-matrix eigenvalues exceeded 1 (4.204, 2.349, and 1.874), so these results do not establish that the four thematic indices represent separate, adequately validated latent constructs.

Table 3. Descriptive Statistics and Internal Consistency of Consumer-Perception Indices

Dimension	Mean	Standard deviation	Cronbach's α
Perceived quality	3.691	0.829	0.749
Channel experience	3.722	0.826	0.766
"Xiao Zhai" IP evaluation	3.704	0.885	0.882
Logistics assurance	3.747	0.888	0.878

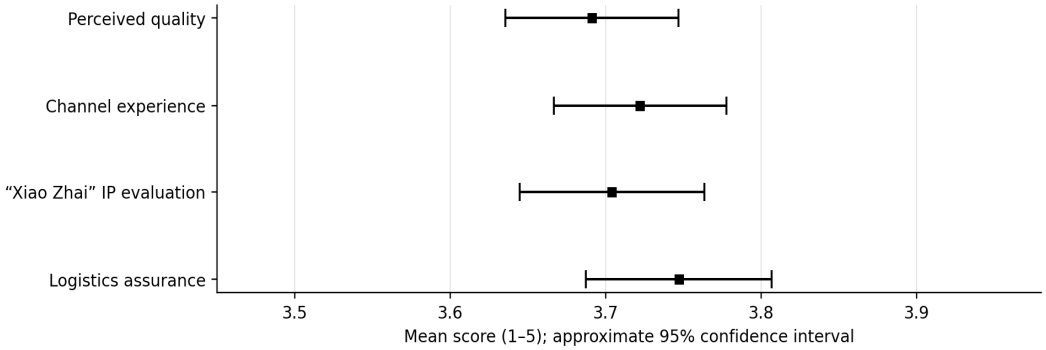


Figure 4. Mean Scores and Approximate 95% Confidence Intervals for Consumer Evaluations (Descriptive)

Regarding the IP character, 48.00% of respondents described its image as "cute and approachable," 40.61% selected "distinctive agricultural-product characteristics," and 39.79% selected "easy to remember." For logistics, 69.60% selected delivery timeliness, 66.20% protective packaging, and 54.69% end-to-end tracking. These results indicate substantial attention to product reliability and after-sales assurance rather than a reliance on any single type of promotional content. The confidence intervals in Figure 4 were calculated using the normal approximation sample mean ± 1.96 × (sample standard deviation/√852) and represent sampling variation under an independent and identically distributed assumption. Narrow intervals do not eliminate selection bias in a nonprobability online sample.

3.3. Orchard-Picking Experiences and Consumption Contexts

Among orchard-picking and rural cultural tourism activities, admission for picking alone was selected by 46.60%, parent–child picking packages by 33.33%, peach-blossom viewing/photo opportunities by 31.34%, and picking combined with rural dining by 24.77%. The most commonly acceptable one-way travel times were 31–60 minutes (34.39%) and 61–90 minutes (24.65%). For basic admission charges, 39.67% selected "free admission, pay by weight." Travel convenience and flexible pricing therefore merit consideration in designing orchard-picking experiences.

3.4. Purchase, Repurchase, and Recommendation Intentions

On the five-point agreement scale, willingness to purchase Pinggu peaches if quality was assured had a mean of 3.705, with 64.67% selecting "agree" or "strongly agree." Willingness to try online ordering, fresh picking at origin, and fast delivery had a mean of 3.701; willingness to repurchase after a satisfactory experience, 3.756; and willingness to recommend if products and services met expectations, 3.798. Overall, the purchase, repurchase, and recommendation measures were all above the scale midpoint, suggesting relatively positive stated attitudes.

Table 4. Purchase, Repurchase, and Recommendation Intentions

Survey item	Mean	Agree or strongly agree (%)
Willing to purchase if quality is assured	3.705	64.67
Willing to try online ordering, picking at origin, and fast delivery	3.701	61.62
Willing to repurchase after satisfaction	3.756	67.84
Willing to recommend if product/service meets expectations	3.798	68.78

3.5. Ordered Logit Model Results

An ordered logit model was estimated using 852 eligible responses. The log-likelihood was −1084.07. Compared with an intercept-only model containing thresholds, the likelihood-ratio test was $\chi^2(14) = 122.66$ ($p < 0.001$), and McFadden's pseudo-R^2 was 0.054. The overall likelihood-ratio test was statistically significant.

Table 5. Ordered Logit Coefficient Estimates (N = 852)

Variable	β	SE	OR	OR 95% CI	p
Perceived quality	0.327	0.122	1.387	[1.09, 1.76]	0.007
Channel experience	0.122	0.121	1.129	[0.89, 1.43]	0.316
IP character evaluation	0.231	0.078	1.260	[1.08, 1.47]	0.003
Logistics assurance	0.470	0.076	1.600	[1.38, 1.86]	<0.001
Female (ref.: male)	0.259	0.130	1.296	[1.004, 1.672]	0.046
Other gender (ref.: male)	−0.883	0.476	0.414	[0.16, 1.05]	0.064
Age category	−0.004	0.054	0.996	[0.90, 1.11]	0.946
Education level	0.108	0.069	1.115	[0.97, 1.28]	0.118
Education undisclosed	−0.038	0.237	0.963	[0.60, 1.53]	0.873
Income level	0.053	0.056	1.055	[0.95, 1.18]	0.336
Income undisclosed	−0.283	0.255	0.753	[0.46, 1.24]	0.267
Purchase frequency (reverse-coded)	−0.006	0.052	0.994	[0.90, 1.10]	0.909
Online purchasing experience	−0.155	0.138	0.856	[0.65, 1.12]	0.261
Orchard-picking experience	0.224	0.129	1.251	[0.97, 1.61]	0.084

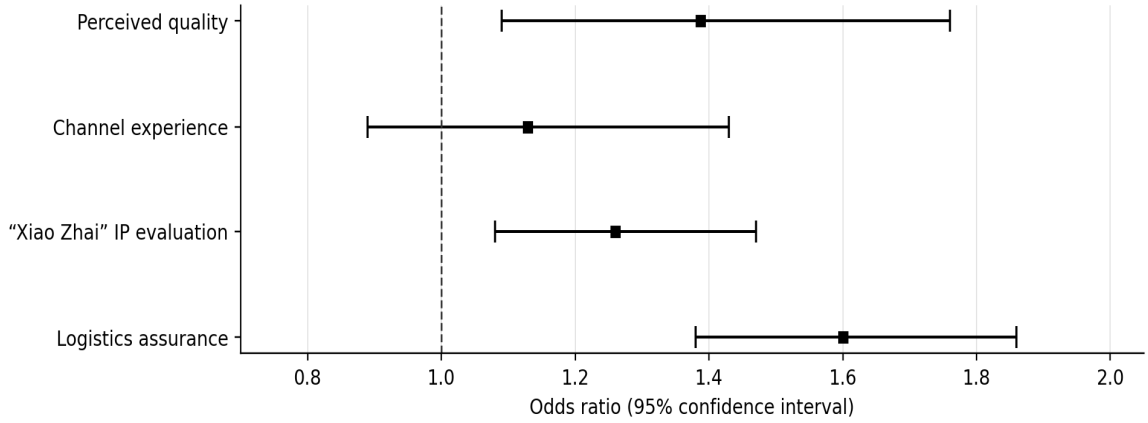


Figure 5. Odds Ratios and 95% Confidence Intervals for Consumer Evaluations and Conditional Purchase Intention

In the estimated ordered logit model with controls, quality evaluation (OR = 1.387, p = 0.007), evaluation of the "Xiao Zhai" IP character (OR = 1.260, p = 0.003), and logistics assurance (OR = 1.600, p < 0.001) were significantly and positively associated with higher conditional purchase-intention scores. Channel experience had an OR of 1.129 (p = 0.316) and did not reach the 5% significance level in the joint model. Given its high correlation with quality evaluation, this finding does not imply that channel experience is unimportant. Odds ratios indicate relative changes in cumulative odds, not direct changes in actual purchase probabilities; statistical associations are not causal effects. The coefficient for women compared with men was close to the conventional significance boundary (p = 0.046) and warrants cautious interpretation.

In this model, an OR represents the ratio of cumulative odds of belonging to a higher purchase-intention category for a one-unit increase in an explanatory variable, provided the proportional-odds specification holds. It is not a ratio of actual purchase probabilities and does not imply an equal percentage increase in purchase probability.

Sensitivity analyses used alternative specifications without adding responses from minors. When only the four consumer-evaluation indices were included, coefficients for quality, the IP character, and logistics remained significant, while channel experience did not. Omitting channel experience yielded a quality coefficient of 0.418; omitting quality evaluation yielded a channel-experience coefficient of 0.365 (p < 0.001). This indicates that the thematic indices share explanatory variation and that individual coefficients depend on the model specification. Details appear in Table 7. All specifications use the same 852 consenting adult respondents.

3.6. Measurement Structure, Model Diagnostics, and Robustness Analysis

The KMO statistic was 0.846 and Bartlett's test of sphericity had $p < 0.001$, but only three principal-component eigenvalues of the 12-item correlation matrix exceeded 1. Thus, the four thematic evaluation indices may not correspond to four clearly separable latent factors. Because the questionnaire was not designed as a confirmatory measurement instrument based on established scales, these variables are better treated as operational composite evaluations. Subsequent studies should further examine structural validity using independent samples, exploratory factor analysis, and confirmatory factor analysis.

The largest VIF was 2.47 (perceived quality), and the VIF for channel experience was 2.45; therefore, no obvious severe multicollinearity was observed. Nevertheless, the high correlation (0.765) between these variables can reduce the precision of their respective regression coefficients. In four cumulative binary logit models, a joint test of equality constraints on slopes across thresholds, using respondent-clustered robust covariance matrices, yielded Wald $\chi^2(42) = 40.46$ ($p = 0.539$). The proportional-odds assumption was therefore not rejected overall. However, the variable-specific cross-threshold test for age category had $p = 0.003$, indicating the need for caution at the individual-predictor level.

Table 6. Measurement Structure and Ordered Regression Diagnostics

Diagnostic	Statistic	Interpretation
Cronbach's α	0.749–0.882	Internal consistency, not structural validity
KMO	0.846	Suitable for structural exploration
Bartlett's test of sphericity	$\chi^2(66) = 4841.49$; $p < 0.001$	Item correlation matrix differs from identity
Principal-component eigenvalues > 1	3	Insufficient to support four independent constructs
Quality–channel correlation	$r = 0.765$	High correlation requires caution
Maximum VIF	2.47	No evident severe collinearity
Overall cross-threshold Wald test	$\chi^2(42) = 40.46$; $p = 0.539$	Proportional-odds assumption not rejected
Age-specific cross-threshold test	$\chi^2(3) = 14.02$; $p = 0.003$	Local heterogeneity warrants caution

Table 7 compares alternative specifications that include only consumer-evaluation indices or separately remove channel experience and quality evaluation, to assess sensitivity to combinations of explanatory variables. All models use the same 852 consenting adult respondents; no responses from minors were added. Because the indices are correlated, the nonsignificant coefficient for channel experience in the joint model does not imply a complete absence of association.

Table 7. Sensitivity Estimates for Core Consumer-Evaluation Indices

Model specification	Quality β (p)	Channel β (p)	IP β (p)	Logistics β (p)
Main model	0.327 (0.007)	0.122 (0.316)	0.231 (0.003)	0.470 (<0.001)
Perception indices only	0.333 (0.006)	0.100 (0.405)	0.221 (0.004)	0.475 (<0.001)
Excluding channel	0.418 (<0.001)	—	0.233 (0.003)	0.474 (<0.001)
Excluding quality	—	0.365 (<0.001)	0.253 (0.001)	0.477 (<0.001)

3.7. Data Quality and Study Limitations

The survey was conducted through WeChat and distributed links on October 11, 2026, resulting in a nonprobability online sample. The findings cannot directly represent all actual Pinggu peach purchasers or the overall market. The survey did not explicitly determine whether respondents had ever purchased Pinggu peaches. Items A1, A3, and A9 also addressed general peach consumption or other fresh products; therefore, their descriptive findings cannot be converted into behavioral descriptions of Pinggu peach purchasers. Several multiple-response items, including A3, A9, C3, and E3, exceeded stipulated selection limits. For A9, 736 records exceeded the limit, and the cause remains to be checked against platform-setting records. These selection percentages are treated as exploratory descriptions only. Some responses to C2 did not follow the stated skip logic and cannot directly be used to estimate concerns among qualifying online buyers. The conditional purchase-intention item may overlap semantically with quality evaluation. As cross-sectional self-reports, these data may also be affected by common-method bias and selection bias. McFadden's pseudo-R^2 was 0.054; overall statistical significance does not imply strong predictive performance, and the proportional-odds assumption also showed local heterogeneity for age. Accordingly, this paper reports

only within-sample conditional statistical associations, without inferring actual purchasing or causal effects.

4. Conclusions and Recommendations

4.1. Main Conclusions

In this sample of 852 consenting adult respondents, consumption of fresh peaches and other fresh agricultural products primarily involved everyday household use. Respondents selected wet markets, fruit stores, large supermarkets, and online platforms as purchasing channels. Freshness, sweetness, price, and origin information were frequently selected, but substantial violations of selection limits in some questions prevent a strict ranking of preferences. As the survey did not record whether respondents had actually purchased Pinggu peaches, the described purchasing experiences and channels are background information about general fresh-peach and fresh-product consumption, not direct evidence of actual Pinggu peach purchaser behavior.

Under the condition that quality was assured, the mean agreement score for willingness to purchase Pinggu peaches was 3.71, with 64.67% responding "agree" or "strongly agree." This represents conditional stated intention rather than actual purchase probability. After controlling for observed personal characteristics and consumption experience, quality-related evaluation, evaluation of the "Xiao Zhai" IP character, and logistics assurance were significantly associated with higher intention categories, while channel experience was nonsignificant in the joint model. Because quality wording overlaps with the outcome and the indices are correlated, the coefficients cannot be interpreted as causal effects of marketing interventions.

4.2. Recommendations for Improving Products and Services

Because respondents emphasized freshness, sweetness, and the authenticity of information, Pinggu peach operators could prioritize fruit grading, control of harvest maturity, and disclosure of quality-testing results, while providing verifiable origin information on packaging and transaction pages. Given the overlap between quality and channel evaluations, product displays should not focus only on promotional formats but should be supported by deliverable product quality. These are practical recommendations based on stated preferences; their actual effects require evaluation using sales or intervention data.

To address the challenges of transporting and providing after-sales service for easily damaged fresh fruit, priority could be given to protective packaging, graded precooling, clear expected delivery times, and trackable logistics milestones. Such improvements may reduce concerns about compression damage, delays, and a lack of information. Clear and convenient refund or replacement policies could cover damaged, spoiled, or missing products. Online channel development should be matched by fulfillment and after-sales capabilities at origin to avoid service capacity shortfalls when promotions increase orders. The practical value of this study lies primarily in identifying preliminary patterns in respondents' evaluations of quality assurance, information transparency, logistics services, and a specific IP character to inform service improvement priorities.

For IP development and rural cultural tourism, visual communication and packaging design could be improved around the "Xiao Zhai" character shown to respondents, local culture, and gift-giving situations. These IP-related evaluations, however, do not represent consumers' awareness of the Pinggu peach brand as a whole. Picking services could prioritize parking, entry guidance, transparent prices, fruit quality, and rest facilities, while incorporating parent–child activities and orchard viewing. Overall, this study offers within-sample indications of demand relevant to quality assurance, origin transparency, logistics fulfillment, distinctive IP communication, and rural tourism services. The market impacts of these recommendations require further investigation with more representative sampling and data on actual purchases and repurchases.

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