

Influencing Factors of Health Promotion on Sport Products to Sichuan College Students During the Post-Pandemic Era

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Abstract: With the continuous improvement of people's living standards, people pay more attention to physical exercise, and the quality requirements for physical exercise are getting higher and higher, and the cost of purchasing sports products is also gradually increasing. At this stage, college students are passionate about sports and pay more attention to the use of sporting goods. Therefore, studying the influencing factors of college students' willingness to purchase sports products can effectively improve the sales of sports products for college students. Therefore, based on the theory of consumer psychology and the theory of national health promotion, taking college students in Chengdu, Sichuan as an example, this paper discusses the influencing factors of national health promotion on the willingness of students to purchase sports products in Sichuan colleges and universities in the post-epidemic era.

Keywords: Health Promotion on Sport Product; College Student; Post-Pandemic Era

1. Introduction

Sports product consumption is an important part of sports production, and college students' sports product consumption is representative of students' sports consumption. Especially in the post-epidemic era, college students devote more energy to physical exercise and purchasing sports products. The development of sports industry marks the progress of social and economic civilization to a certain extent. The sports consumption status of college students is not only directly related to their physical and mental health and comprehensive development, but also indirectly affects the future development direction of sports consumption behavior. With the gradual improvement of living standards, people's sporting goods' investment is also increasing yearly. As college students in the new era, they show great enthusiasm for sports and have different preferences for sports goods and equipment. The research on the influence of sports product purchase intention has important reference value for the future development of sports industry.

2. Theoretical Basis

2.1 Theoretical significance and value

Combining the theory of consumer psychology and the theoretical basis of national health promotion, this paper focuses on the sampling area of consumers in Sichuan to discuss and analyze the influencing factors of national health promotion on Sichuan college students' willingness to purchase sports products in the post-epidemic era, which further enriches consumer psychology. Theoretical content has theoretical significance. (Wang: et al. 2018)^[1].

2.2 Practical meaning and value

This paper takes Sichuan college students as the research object, summarizes the consumer psychology theory and national health promotion college students' willingness to purchase sports products by domestic and foreign research scholars, and conducts a comprehensive investigation through data collection and questionnaire survey based on consumer psychology theory. The influencing factors of national health promotion on students' willingness to buy sports products in Sichuan colleges and universities, in order to understand the current situation and problems of students' sports products consumption in Sichuan colleges and universities in the post-epidemic era. This paper aims to provide a reference for improving the

marketing and promotion of sports products through the influencing factors of national health promotion on students' willingness to purchase sports products in Sichuan colleges and universities (Li: et al. 2017)^[2].

3. Understanding the Influencing Factors of Health Promotion on Sport Products to Sichuan College Students During the Post-Pandemic Era

3.1 Research on health promotion on sport products

There are various definitions of national health management, including physiological, psychological, ethical and social aspects. With the continuous development of the social era, people's cognition and technological level have been improved accordingly. A new understanding of health and beauty The World Health Organization is composed of many countries. Its primary purpose is to protect the life and health of people worldwide, and to develop with the pace of the times actively. For the current stage of health, it is no longer simply no pain or physical fitness, but multiple factors such as physical health, mental health, and social value need to be considered (Jiong: et al. 2013)^[3].

3.1.1 Consumer behaviour in sport products

Definition of consumer psychology: Consumers use money, time and other available resources to purchase the same product to satisfy their needs and desires, which constitutes the consumer decision-making process. The meaning of consumers: in a narrow sense, it refers to those who deplete the use value of commodities; in a broad sense, consumers include the demanders, buyers and users of commodities, that is, any one or all processes that actually participate in the consumption flow.

3.1.2 Function of sport products for consumption practice

The perceived risks that affect consumer purchases are diverse, and quality is an important consideration for consumers to make purchases. Consumers buy fake, shoddy and poor-quality sporting goods, which leads to loss of their own interests, and then rejects the form of sports product purchases, reduces the reputation of businesses, and forms a vicious circle. This requires the market to regulate the industry, improve the purchasing environment, establish a set of strict reward and punishment measures, recommend merchants with high reputation, warn and rectify bad merchants reported by consumers, and avoid providing consumers with mixed choices. The consumer platform must first screen the goods.

3.2 Operation strategy of health product promotion

When consumers buy sporting goods, purchase payment and logistics must be considered. It is recommended to launch a concise version of the shopping page for middle-aged and elderly consumers, and provide corresponding tutorials or guides on the home page to ensure that this part of the passenger flow will not be lost due to operations; logistics issues should establish a timely flow of information between sellers and the logistics industry, and the government should also regulate logistics. industry, improve the corresponding infrastructure, so that the industry can form healthy competition, deliver sports goods to designated locations on time and with high quality, leave a good impression on consumers, have a good evaluation of the store, and consumers will patronize Youxin again. Customers become regular customers and their shopping loyalty increases (Chen: et al. 2019)^[4].

4. The Conceptual Framework for the Research Study

4.1 National health promotion theory

The World Health Organization advocates that all countries vigorously carry out health literacy promotion work to

ensure the realization of the Millennium Development Goals. Health literacy refers to the ability of individuals to obtain and understand basic health information and services, and to use them to make correct decisions to maintain and promote their health. Health literacy in my country proposes the basic knowledge and skills that residents should master from three dimensions: basic health knowledge and concepts, healthy lifestyle and behavior, and basic skills (Angelina: et al. 2019)^[5].

5. Influencing Factors of Health Promotion on Sport Products to Sichuan College Students During the Post-Pandemic Era

5.1 Product quality

Product quality refers to the degree to which a product meets customer needs, serves its purpose, and conforms to industry standards. When evaluating product quality, businesses consider several critical factors, including whether the product solves a problem, works efficiently or is fit for a customer's purpose.

5.2 Consumer knowledge

Consumers can use consumer understanding of the product and this information in decision-making.

5.3 Consumer trust

Customer trust is the confidence consumers place in a company. It shows a company's confidence in its commitment to delivering on its promises and doing the right thing for its customers. Customer trust is the trust consumers place in a company.

6. Conclusion

When consumers buy sporting goods, purchase payment and logistics must be considered. It is recommended to launch a concise version of the shopping page for middle-aged and elderly consumers and provide corresponding tutorials or guides on the home page to ensure that this part of the passenger flow will not be lost due to operations; logistics issues should establish a timely flow of information between sellers and the logistics industry, and the government should also regulate logistics. industry, improve the corresponding infrastructure so that the industry can form healthy competition, deliver sports goods to designated locations on time and with high quality, leave a good impression on consumers, have a good evaluation of the store, and consumers will patronize. Customers become regular customers and their shopping loyalty increases.

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