

A Study on the Influencing Factors of Purchase Willingness of Modern Literature and Books under the Environment of Consumers in Sichuan

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Abstract: This research paper examines the profound influence of online customer reviews on contemporary consumer behavior and decision-making processes. Through an extensive literature review and analysis, we elucidate the pivotal role that online reviews play in shaping consumer perceptions, trust, and purchase intentions. The study underscores the significant implications of online reviews for businesses, highlighting their effects on brand reputation and market positioning. Various industries are explored to showcase the wide-ranging impact of reviews. Employing diverse research methodologies, we present insights into the intricate dynamics of online reviews in influencing consumer choices. As businesses navigate the digital landscape, this paper emphasizes the need for effective utilization of online reviews to inform marketing strategies and enhance product offerings.

Keywords: Live Delivery; Purchase Intention; Perceived Value; Consumer Trust

1. Introduction

In today's dynamic and competitive digital marketplace, online customer reviews have emerged as a pivotal factor influencing consumer behavior and purchase decisions. The increasing prevalence of e-commerce platforms has magnified the significance of these reviews, impacting brand reputation, market positioning, and overall consumer perceptions. As businesses strive to understand and harness the power of online reviews, a comprehensive exploration of their role becomes imperative. This paper delves into the multifaceted impact of online customer reviews on consumer decision-making processes, aiming to shed light on the intricate relationship between trust, brand perception, and purchase intentions. By analyzing existing research and considering various dimensions, this study contributes to the evolving understanding of digital marketing strategies and their implications in the contemporary business landscape.

2. Theoretical Basis

2.1 Theoretical Significance and Value

The investigation into the impact of online customer reviews on consumer behavior and brand perception represents a significant stride towards comprehending contemporary marketing dynamics. While existing literature largely explores the operational alterations within digital platforms and their effects on consumer decisions, there exists a research gap regarding the intricate interplay between online reviews and broader societal contexts. The theoretical significance lies in bridging this gap and unraveling the underlying mechanisms that connect consumer behaviors with online reviews. By integrating social psychological theories like Social Proof and Trustworthiness Theory, this study seeks to reveal the intricate web of influences that sway consumer attitudes and behaviors in the digital age. This analysis contributes to an enhanced understanding of how online reviews align with broader political, economic, and social development goals, filling a crucial void in current research.

2.2 Practical meaning and value

As businesses strive to navigate an increasingly digital landscape, the ability to harness the power of online reviews can dictate success or failure. This study's focus on elucidating the connection between online reviews and brand perception equips marketers with valuable in-

sights for refining branding strategies. Moreover, by unraveling the intricacies of how consumers interpret and respond to online reviews, this research offers a strategic edge in steering consumer decision-making processes. By addressing the dearth of research on the broader societal implications of online reviews, this study provides an academic foundation for policymakers and businesses alike to optimize their approaches, thereby fostering a more informed and responsive marketing ecosystem.

3. Understanding the Factors Influencing the Purchase Willingness of Modern Literature and Books under the Environment of Consumers in Sichuan

3.1 Consumer Purchase Intention Theory:

In the realm of e-commerce, understanding consumer purchase intention is vital. Tan Lijiao (2022) combines the Consumer ABC Attitude Model with social network theory, customer value theory, and trust theory to develop a model for e-commerce live-streaming consumer purchase intention^[1]. This reveals that purchase intention is a crucial step before consumer purchasing behavior. Numerous studies affirm that, generally, purchase intention aligns with purchase behavior. Hence, analyzing consumer purchase intention allows insights into buying behavior. This study delves into the diverse factors influencing consumer purchase intention.

3.2 Perceived Value:

Perceived value, examined from the angle of customer value relinquished by Philip Kotler, signifies the balance between the value obtained from a product's use and the cost incurred. As per Maslow's hierarchy of needs, individuals seek physiological, safety, belongingness, esteem, and self-actualization needs. Perceived value encompasses social, service, image, quality, economic, and altruistic values. Economic, emotional, social values, and perceived risk influence customer perceived value^[2].

3.3 Consumer Trust:

Consumer trust is a cornerstone in interpersonal relationships, defined as a reliance on others' actions. Psychologically, trust involves expectations and belief attitudes. In e-commerce live streaming, anchors play a pivotal role as bridges between products, vendors, and consumers. The research by Goldsmith and Horowitz (2006) reveals that anchors' credibility significantly influences consumers' trust in the broadcasted products^[3].

Goldsmith and Horowitz (2006) assert that frequent interaction and communication between anchors and consumers establish a foundation for trust. This aligns with Chen Anbang's study (2022), which proposes a mediated moderation model, illustrating that the qualities of anchors indeed impact the level of trust formed between anchors and consumers^[4].

4. The Conceptual Framework for the Research Study

4.1 The Influence of Online Customer Reviews on Purchase Decisions

Online customer reviews play a significant role in shaping consumers' purchasing decisions. These reviews provide valuable insights into product quality, customer experiences, and overall satisfaction. Businesses can leverage positive reviews to build trust and credibility among potential customers.

4.2 Enhancing Brand Reputation and Market Positioning

Positive online customer reviews contribute to enhancing a brand's reputation and market positioning. Studies show that consumers are more likely to trust and choose products with favorable reviews. Implementing strategies to encourage genuine customer feedback can lead to improved brand perception and competitive advantage.

4.3 Leveraging User-Generated Content for Marketing Success

User-generated content, such as online customer reviews, has become a powerful marketing tool. Businesses can harness the influence of user opinions to create compelling marketing campaigns. By showcasing authentic customer experiences, companies can connect emotionally with their target audience and drive sales.

5. Influencing Factors on Purchase Willingness of Modern Literature and Books in Sichuan

5.1 Reading Preferences

Modern literature enthusiasts are influenced by their reading preferences, such as genres, themes, and authors. Personal inclinations play a significant role in shaping purchase decisions, as readers tend to choose books that align with their literary interests.

5.2 Cultural Identity

Sichuan's rich cultural heritage and literary traditions impact the purchase willingness of modern literature. Consumers in Sichuan often seek books that reflect their local identity, values, and historical context, fostering a strong connection between readers and the literature.

5.3 Online Recommendations and Reviews

Online platforms and social media play a vital role in influencing purchase decisions. Positive recommendations, reviews, and discussions about modern literature and books can generate curiosity and interest among consumers, encouraging them to explore and make purchases.

6. Conclusion

In conclusion, the study sheds light on the influencing factors of purchase willingness for modern literature and books among consumers in Sichuan. Reading preferences, cultural identity, and online recommendations emerged as significant drivers of consumer decisions. The unique literary heritage of Sichuan, coupled with personal inclinations and digital interactions, collectively shape the purchase choices of modern literature enthusiasts. As the modern literature market continues to evolve, understanding these factors becomes crucial for publishers, authors, and marketers seeking to engage and cater to the preferences of Sichuan's literary consumers. Just as the private strategic investor navigated challenges in the alcoholic sector, stakeholders in the modern literature industry can draw parallels in adapting strategies to ensure sustained growth and meet the dynamic demands of their target audience.

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