

Analysis on the Influencing Factors of Consumers' Purchase Intention of Clothing Products in the Second-hand Market under the Background of "internet plus"

— Taking Sichuan as an Example

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Abstract: With the rapid development of social economy, people's consumption concept has changed, environmental awareness has gradually improved, and the second-hand market has become the focus of consumers' attention. Especially in recent years, with the popularity of e-commerce and mobile Internet, the sales model and scale of the second-hand market are changing. The purpose of this study is to deeply analyze the influencing factors of consumers' purchase intention in the second-hand clothing market, and provide a basis for formulating differentiated marketing strategies. The research method of questionnaire survey is adopted, and the corresponding consumer survey data is collected for statistical analysis.

Keywords: Purchase Intention; External Stimulus; Second-Hand Clothing Market; Sales Model

1. Introduction

In the digital age, the rise of the second-hand clothing market is not only promoted by online platforms, but also influenced by offline retail and communication. The traditional offline second-hand clothing market, such as second-hand shops, fairs and exchange activities, has a long history in the community. With the development of the Internet, the online second-hand clothing market has gradually emerged. With the enhancement of people's awareness of sustainability and environmental protection and the demand for more cost-effective goods, the second-hand market not only provides consumers with diversified shopping choices, but also becomes an important way for enterprises to expand the market and improve the efficiency of resource utilization.

2. Research significance and value

2.1 Theoretical significance and value

Theoretically speaking, studying the sales model of second-hand clothing market can reveal the behavior differences of consumers in different environments, which is helpful to enrich the market transaction theory. In terms of theoretical value, it not only provides effective market strategy and product positioning for related enterprises to improve their competitiveness, but also provides theoretical basis for policy makers to promote the scientificity and effectiveness of policies.

2.2 Practical significance and value

In practical sense, the research on the sales model of second-hand clothing market can provide innovative marketing strategies for enterprises. In terms of actual value, it is helpful for enterprises to better adapt to market demand and promote business model innovation to understand the influence of second-hand clothing market sales model on consumers' purchase intention.

3. theoretical support

3.1 SOR model theory

Sor (Stimulus-Organization-Response) model was put forward by Mehrabian and Russell in 1974, which mainly explains the influence of external environment on individual psychological and behavioral responses from the perspective of cognitive psychology. Huang Min, Lv

Qinghua, Lin Bingkun. (2024) Based on the basic theoretical framework of SOR model, a mechanism model of the influence of the quality of live interaction on users' perception and purchase intention in the context of e-commerce live broadcast is established.

3.2 Psychological ownership theory

Perceived ownership plays an important role in consumers' purchase intention. Research shows that consumers' psychological ownership of products or services can mediate their purchase intention. In addition, Li, Y., & Joo, J. (2023) thinks that the perceived value of goods is also an important factor affecting the purchase intention. Wang Yonggui and Meng Luyao (2024) studied the influence of customization mode on consumers' satisfaction and purchase intention;

4. Research and conceptual framework of research

4.1 Purchase intention

Xu Shijun (1987), a scholar in Taiwan Province, believes that purchasing intention is the possibility that consumers may purchase or trade on the basis of their knowledge of a product or service, and it is a subjective attitude of consumers towards products and a perceptual behavior. Mullet(2002) believes that based on the influence of external factors such as consumers' own economic conditions and subjective views on the product itself, as well as corporate marketing strategies, consumers have formed a willingness to buy products. Wang Yuxin's (2019) research shows that the purchase intention is influenced by "brand preference".

4.2 Perceived trust

Liu Gaofu and Xu Jiuping (2011) believe that trust is the foundation of all social communication, and brand trust is the consumer's willingness to trust the brand's ability to fulfill its promise when facing uncertainty or risk.

4.3 Perceived ownership

Perceived ownership refers to customers' strong sense of belonging and possession to the enterprise, which is a new application of the concept of psychological ownership in the marketing field. Many scholars believe that when people's inner motives and needs (including self-efficacy and self-identity) are satisfied, individuals will have psychological ownership.

4.4 Perceived risk

Wu Guilin (2021) put forward that perceived risk can be regarded as the uncertainty of the potential results of consumer behavior and the possibility of unpleasant results, which represents the uncertainty of consumers' losses or gains in a particular purchase behavior.

5. Influencing factors of consumers' purchasing intention of clothing products in the second-hand market under the background of "internet plus"

5.1 Expand the product line

By expanding product lines and providing more diverse and innovative products, enterprises can stimulate consumers' demand for fresh and unique goods. Introducing products with different categories and functions to meet the needs of different consumer groups will help stimulate the purchase intention.

5.2 Improve the shopping experience

By creating unique shopping experience, enterprises can increase consumers' demand for shopping. This can include special activities in physical stores and virtual shopping experiences on online platforms.

5.3 Refine customer demand

Through in-depth understanding of consumers' purchasing intention, enterprises can use technology and data analysis methods to collect information such as consumers' preferences, shopping history and needs.

5.4 Enhance customer trust

Enterprises should pay attention to strengthening the emotional connection with consumers in brand building. By transmitting positive brand stories, promoting corporate culture and actively participating in social media interaction, enterprises can establish closer and deeper brand emotional connection.

6. Conclusion

In this paper, the SOR model is used to deeply understand the influence of different stimuli on the body's cognition and emotion, so as to better understand the consumer's purchase decision-making process. For example, by analyzing the influence of advertising on consumers' cognition and emotion, we can formulate more targeted advertising strategies to promote the purchase intention. In order to explain the purchase intention more comprehensively, we also consider the factors of expanding SOR model, such as individual differences of consumers and social and cultural background. This research method based on SOR model is helpful to reveal the psychological mechanism behind consumer behavior and provide scientific basis for formulating effective market strategies.

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