

The Influence Factor of the Purchasing Intention of Health Care Products for the Elderly Consumers in Sichuan

Xijuan Liu

North Bangkok University, Bangkok 10220, Thailand.

Abstract: As people in the health food consumption concept and consumption will have a fundamental change, health food in consumption attributes will gradually from optional consumer goods to optional consumer goods, health food is gradually from high-end consumer goods, gifts to dietary nutrition supplement, which will further promote the growth of health care products overall market size. With the increasing willingness of consumers to pay for health, the increase of the consumption of health care products and the improved awareness of health care products, the prosperity of the health care products industry is boosted, and the diversification of life scenes also provides more possibilities for the rapid growth of health care products.

Keywords: Health Care Products; Purchase Intention; Influence

1. Background

China has entered an aging society, and the proportion of the elderly group is gradually increasing, which means that the market size of health care products for the elderly has a lot of room for improvement. Improving the user penetration rate, strengthening the product research and development, and improving the product matrix are the important means for enterprises to get through the product market and improve the market share. The Beijing Consumer Association released a survey result on the consumption cognition and consumption status of health care products for the elderly, which pointed out that some elderly people will regret buying a certain product, saying that consumption may be impulsive. Elderly aged 65 and above should increase the "consumption hesitation period" for a period of one month, and the goods purchased during the hesitation period can be returned.

2. Research objectives

Analyze the economic benefits of elderly health care products.

Explore the influence mechanism between the following groups of factors.

According to the statistical analysis results, compare the importance of various factors, and formulate targeted optimization suggestions on the purchase willingness of the elderly to choose health products, so as to provide highly reference opinions for health product enterprises to improve the purchase willingness of the elderly to choose health products.

3. Range of study

3.1 Significance and value

In terms of the theoretical value. This study on the basis of the classic literature at home and abroad, combined with the consumer value theory, marlos demand level theory as the perspective, explore the elderly choose health products purchase intention influence mechanism, build a can fully reveal the elderly choose health care products purchase intention influence mechanism model, help to enrich consumer value theory, marlos demand level theory of related literature, enrich and enrich the existing consumer value theory,

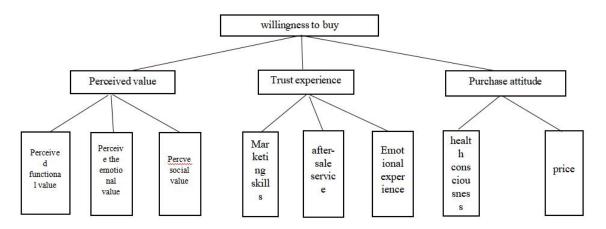
marlos demand level theory.

In terms of real value. This study clarified the influence mechanism on the purchase willingness of the elderly to choose health products, so that health product enterprises can adopt corresponding promotional activities and marketing strategies to improve the purchase willingness of the elderly for the influence mechanism of the elderly to choose health products. It will also help the elderly to increase the willingness to buy health products on the basis, and it has certain practical value to help health products enterprises to obtain considerable economic benefits in their market.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Sichuan region, mainly with consumers in Sichuan region. The sample collection category was limited to Chengdu cities in Sichuan region.

4. The conceptual framework of the research



5. Theoretical principle

Liu Wenhui (2020) based on maslow demand hierarchy theory and consumer value theory, using structure equation model, e-book reader, for example, from the perspective of perceived value to explore the main factors affecting the emerging electronic products consumer purchase intention, and put forward to improve the product network channels of consumer purchase intention. The results show that for emerging electronic products, consumers 'perceived value and network trust are the main factors affecting consumers' willingness to buy, and the influence of perceived value on the purchase intention is mediated by network trust. Rwanda (2015) to consumers direct health care products consumer purchase intention and consumers to join health care products direct selling intention as the research object, through the literature research, combing the relevant theory and research results, the results show that: external incentives, customer loyalty, internal drive, product factors have a significant influence on the transformation of consumers. Zha Shenghua (2012) combined with China's national conditions, studied the purchasing intention and behavior of consumers' functional food through trust, novelty, health awareness and price factors, on the basis of summarizing the theory of western consumer purchasing behavior, put forward the theoretical hypothesis, and constructed the model of consumers' willingness to buy functional food. According to the research, the constructed model can well explain consumers' willingness and behavior to buy functional food. On the participants in the supply chain and regulatory trust and consumers to buy functional food attitude, fear new attitude and consumers to buy functional food, consumption consciousness and consumer attitude to buy functional food, price and consumers to buy functional food attitude, purchase attitude completely mediated the trust, health awareness on the influence of purchase intention, etc. In addition, the functions of functional food and the functions of functional food and the impact on consumers' purchase intention when different functions are conveyed through different carriers are further studied.

6. Correlation studies

Hidayat, Wibowo (2021) investigated the impact of health values and subjective norms on consumers' willingness to buy hand sanitizer by using attitudes as intervention variables, analyzing data using structural equation modeling techniques. The results show that subjective norms directly affect purchase intention, while health value does not directly affect purchase intention. The processed data indicated a significant influence of attitude on purchase intention. Thus, attitudes can interfere with the impact of health values and subjective norms on purchase intention. These findings suggest that the healthcare industry should pay attention to the quality of the products it provides to meet consumer expectations and regularly evaluate them to establish positive approaches to marketing activities and emphasize group references. Tajuddin, Hassan (2020) studies the relationship between the electronic reputation and the purchase intention of the consumers of the dietary supplement products in Malaysia. Brand image is introduced as a regulatory variable between e-WOM (quality, quantity, and sender expertise) and customer willingness to buy. Partial least squares structure equation modelling (PLS-SEM) was used to analyze the questionnaire. The results show that e-WOM quality, e-WOM quantity and sender expertise have a significant relationship with consumer willingness to buy. However, the brand image has no regulating effect between the quality of network reputation, the number of network reputation, the expertise of the sender and consumers' willingness to purchase.

Conclusion

Perceived value: First of all, improving the functional value of health products is to increase the added value of health products. The same products with highlights than similar products will improve the value of the products, and then attract consumers to buy. The higher the elderly's perception of the functional value of health products, the stronger their willingness to buy. Secondly, improve the emotional value of health care products, create scarcity, personalize the brand and products of health care products, and personification the products or brands from simple functional consumption to spiritual experience consumption, so as to enhance the elderly's perception of emotional value of health care products, and then enhance their purchase intention. Trust experience: Improve health care product marketing skills. Secondly, improve the after-sales service of health care products, faithfully fulfill the contract and conduct equal transactions in the sales and service, serve the elderly consumers through a sound after-sales service system, and improve their purchase intention.

References

- [1] Wang JP, Wang Y, Yang J. The influence of network reputation source characteristics and information characteristics on the purchase intention of health food [J]. Enterprise Economy, 2019,38 (4): 8.
- [2] Wu TF, Deng YJ, Huang XL. The impact of anti-counterfeiting packaging on consumers' purchase intention [J]. Journal of Art Arts, 2018:46-53.