

Research on the Influencing Factors of Consumers' Purchase Decision on Guilin Specialty Products under the Theory of Consumer Psychology

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Abstract: Guilin specialty products are popular among local consumers, and consumption has often been associated with impacts on need and value by the consumers. This study examined the current specialty product consumption status among Guilin residents and explored factors influencing specialty product consumption by applying the theory of consumption. As expected, different specialty product consumption was an occasional event rather than part of an everyday purchase, closely associated with meeting friends and celebrating cultural enjoyment. Seven influencing factors of motivation, perception, knowledge, learning, experience, attitude, and personality affect consumers' purchase decisions. The three research objectives are; to analyze the influencing factors of consumers' purchase decisions on Guilin specialty products based on the theory of consumer psychology, to explore the influencing factors of consumers' purchase decisions on Guilin specialty products based on the theory of consumer psychology, and to improve consumers' purchasing decisions for Guilin specialty products through the theory of consumption.

Keywords: Consumers' Purchase Decision; Guilin Specialty Products; Theory of Consumption

1. Introduction

Guilin is a famous international tourist city and a famous historical and cultural city in China. Guilin has the best landscapes in the world, beautiful scenery and delicious food attract tourists, and Guilin specialties attract many tourists to buy. With the development of the times, the competition between cities has intensified. What factors affect consumers' purchasing decisions for Guilin specialty products and how to improve consumers' purchasing decisions for Guilin specialty products are worth studying. With the continuous development of the commodity economy, fundamental changes have taken place in the psychology and behavior of consumers in our country. Mastering and analyzing consumers' psychology and behavior is the fundamental guarantee for enterprises to be invincible. In recent years, western tourist cities have developed rapidly under marketization and internationalization, and the local specialty economy has gradually become a new bright spot in the region's economic development.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Based on the literature analysis method, this paper summarizes and analyzes domestic and foreign research scholars' research literature on consumer psychology theory, consumer purchasing decision-making factors, etc. Conduct questionnaire surveys, collect corresponding data, conduct reliability and validity analysis, demographic analysis, descriptive statistics, correlation analysis, and other research results, analyze the influencing factors of consumers' purchasing decisions on Guilin specialty products, and then put forward corresponding suggestions, has practical significance.

2.2 Practical meaning and value

Compared with new products, purchasing specialty products could bring benefits to society and the business. Moreover, the lack of product knowledge about specialty products has significantly reduced the purchase intention toward remanufactured products. Accordingly, perceived benefit and product knowledge are incorporated into the model as different variables. Combining theories and methods such as consumer psychology theory, this paper focuses on consumers in the post-Guilin area as the sampling area to discuss and analyze the influence of consumers on the purchase decision of Guilin specialty products under the consumer psychology theory, which further enriches the consumer psychology theory and has theoretical significance.

3. Understanding the Influencing Factors of Consumers' Purchase Decision on Guilin Specialty Products under the Theory of Consumption

3.1 Consumer psychology theory

Hou (2019)^[1] studied consumer psychology as an independent discipline formed by integrating general psychology and other fields such as sociology, humanities, economics, and marketing in the course of its development. Based on the development of different disciplines, consumer psychology is formed and developed by combining the practice in the consumption field and drawing on the strengths of many schools. Consumer psychology is a discipline that studies the following three aspects through scientific methods and the principle of seeking truth from facts: the psychological behavior of consumers in their consumption activities and personality psychology; social factors, economic factors, and market environment that affect consumer psychology; consumer demand dynamics and consumer psychology trends. Consumer psychology refers to consumers' psychological characteristics and psychological activities when they carry out consumption activities. There are four kinds of consumer psychology: conformity, seeking differences, comparing, and seeking truth.

3.2 Consumer purchase behavior theory

Zeng: et al. (2021)^[2] developed the degree of consumer involvement; the degree of involvement refers to the degree of prudence consumers are when purchasing and how much time and energy they are willing to spend to collect information, make selection judgments, and how many people participate in the purchasing process and the combination of product differences, there are four main types of consumer purchases.

Complex purchases - occur when consumers first buy products with high levels of involvement and brand differentiation. Most consumers know little about these commodities, but because they are expensive and belong to durable consumer goods, they are very cautious before purchasing.

Harmonious purchase - occurs when consumers buy products with high levels of involvement but less brand differentiation. In this kind of purchase, as long as the prices of different brands of goods are in the same grade, there is little difference in quality and function, so there is no need to collect a lot of information or make evaluations.

Varied purchases - occur on commodities with significant brand differences and low involvement. Consumers frequently change the brands of their investments, primarily out of the randomness of trying something new and avoiding redundancy. Consumers generally do not actively collect relevant information before purchasing such products but passively accept information through advertising and other promotional media.

Habitual purchases - a habitual reaction behavior formed after multiple purchases when consumers buy products with low involvement and slight brand differences. Consumers often buy a specific fixed brand, not out of loyalty but out of habit, and when it's not on the shelf, consumers don't hesitate to buy another product that looks very similar.

4. The Conceptual Framework for the Research Study

4.1 Theory of consumption psychology

Consumer psychology studies the psychological aspects of consumer decision-making. It is an interdisciplinary field that studies human interactions with products, services, and ideas. Consumer behavioral psychology is a subset of consumer psychology that focuses on customers' purchasing decisions. Simply put, consumer psychology is a branch of psychology that focuses on understanding human behavior regarding consumption. The main goal of consumer psychology is to understand how people perceive or compare brands and make purchasing decisions.

5. The Influencing Factors of Consumers' Purchase Decision on Guilin Specialty Products under the Theory of Consumption

Chen. et al. (2020) ^[3] established the influence of psychological factors on consumers, understand consumers' needs, accurately analyze consumers' purchasing behavior, and take practical marketing activities for consumers' purchasing decisions, pointing out that based on consumer psychology is guided by factors. It can better stimulate the formation of consumers' purchasing behavior. A relationship of mutual promotion and dependence is formed between the two. Consumers' psychological activities will dominate their purchasing behavior. It discusses four aspects of motivation, perception, cognition, and learning. People's psychological factors are elusive and unpredictable. Different psychological models will be formed under different social classes, living environments, and education levels, affecting their purchasing behavior.

6. Conclusion

Studying the influencing factors of consumers' decision to purchase Guilin specialty products can not only bring awareness and influence to the production decisions of enterprises but also serve as a factual basis for the economic management of specialty products in Guilin, thereby improving Guilin's economic development. Moreover, in recent years, western tourist cities have developed rapidly under the conditions of marketization and internationalization, and the local specialty economy has gradually become a new bright spot in the region's economic development. Focusing on Guangxi, through in-depth investigation and analysis of the influencing factors of consumers' purchasing decisions for Guilin specialty products, to understand consumers' demand for Guilin specialty products and the main problems currently existing, establish a consumer-oriented principle, and formulate for retail terminals. Reasonable business strategy.

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