

# Influencing Factors of Micro-Business Shopping Mode on Consumers' Purchase Intention in Sichuan

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**Abstract:** In recent years, sports and leisure product sales are no longer contained to general consumers and are visible on school campuses and classrooms. To better understand this phenomenon of students' sports purchased to be used as sport and casual wear, based on the influencing factors of consumption conditions, service quality, consumption atmosphere, perceived ease of use, perceived trust, and perceived usefulness relating to purchase intention. The three research objectives are; to analyze the influence of Sichuan college students' purchase intention of sports and leisure products, to explore the influencing mechanism between influencing factors and college students' purchase intention, and to suggest the sustainable development of the sports and leisure industry and improvement of consumption choices for Sichuan college students.

**Keywords:** Sports and Leisure Product Sales; Chengdu College Students; Purchase Intention

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## 1. Introduction

As the income of Chinese residents continues to increase and the consumption level continues to rise, sports leisure has become a leisure choice for more people. As the political, economic, and cultural center of Sichuan Province, Chengdu is rich in sports and tourism resources. In recent years, Chengdu has created many sports and leisure products by constructing Chengdu as a world-famous city for events. As of September 2021, Chengdu has 58 colleges and universities, totaling 1.102 million college students. College students have more leisure time and pay more attention to a healthy life. Therefore, sports and leisure products that can not only relax and play but also exercise during leisure time are increasingly popular among college students and have become a vital leisure consumption. This research uses the quantitative analysis method based on the theory of perceived value. It combines the theoretical model of technology acceptance to explore the influencing factors of college students' willingness to consume sports and leisure products in Chengdu.

## 2. Theoretical Basis

### 2.1 Theoretical Significance and Value

In terms of theoretical value, this study adopts this method of Howard. Sheth's theoretical model of "stimulus factors, external factors-internal factors-consumer response" and the technology acceptance model of "external variables-perceived usefulness, perceived ease of use-consumption" clarify the consumption intention of college students' sports and leisure products. The influencing factors of sports and leisure products break through the previous research without rules, systems, and theoretical models, and further improve the research on the influencing factors of consumption intention of sports and leisure products, to fill the shortcomings of existing research.

### 2.2 Practical meaning and value

From a practical point of view, on the one hand, sports leisure, as an important branch of leisure, has become an important part of modern society and gradually integrated into the contemporary way of life. The survival and development of human beings are inseparable from sports and leisure activities. Faced with this situation, college students, as an essential consumer

subject, studying the impact of their consumption is a vital link to demonstrating consumption propositions, trends, and characteristics. On the other hand, clarifying the factors of consumption intention of sports leisure products from the research direction is the premise of promoting the development of the sports leisure industry. By explaining the influencing factors of college students' sports and leisure products consumption intention, this paper puts forward feasible and valuable countermeasures and suggestions to promote sports and leisure enterprises or venues to improve their performance and achieve long-term development with the help of the research results of this paper.

### **3. Understanding the Influencing Factors of Micro-Business Shopping Mode on Consumers' Purchase Intention in Sichuan**

#### **3.1 Consumer Behavior Theory**

Liu (2015) <sup>[1]</sup> defined behavioral psychology established the "stimulus-response" principle. Behavior is a response to a stimulus, and the stimulation mainly comes from two aspects: on the one hand, the stimulus inside the body, and on the other hand, the inspiration from the external environment, and the behavioral response is always presented with the stimulus. Based on this principle, the Howard Sheth model includes three stages and four factors. The first stage is the input stage, including stimulating and external factors; the second stage is the consumer's inner activity stage, that is, internal factors; the third stage is the output stage, that is, consumer response.

#### **3.2 Consumer Perceived Value Theory**

Zeithaml (1988) <sup>[2]</sup> believed that the perceived value of different consumers will be different due to differences in cognition for the same product or service. Consumers will compare the perceived benefit and the cost before deciding to buy. Perceived value is an evaluation of the total utility of a product or service by comparing the perceived use with the price. Since perceived value is an abstract concept, it is difficult to quantify, and different studies have different definitions of perceived value, but the vast majority of studies can be summarized from an economic perspective and a psychological perspective; that is, value is linked through transaction value and perceived value, value, and cognition and emotion influence product purchase and brand choice.

#### **3.3 Theory of Planned Behaviour**

Xu (2010) <sup>[3]</sup> proposed that purchase intention is rooted in psychology and is widely used in behavioral research. Purchase intention is a behavioral tendency of consumers to purchase a product. The theory of planned behavior states that purchase intention is determined by attitudes, subjective norms, and perceived behavioral control. These three factors predict intent and subsequent expected behavior. Therefore, this study determined purchase intention as the probability of customers purchasing organic food.

### **4. The Conceptual Framework for the Research Study**

#### **4.1 Sports and Leisure Product Sales**

The Sports and Leisure category provides exciting data on retailing sports and entertainment activities (i.e., products and services) worldwide. The industry comprises three subcategories: hobby stores, pet stores, and sporting goods.

### **5. The Influencing Factors of Micro-Business Shopping Mode on Consumers' Purchase Intention in Sichuan**

Zhu. (2017) <sup>[4]</sup> explained cultural level and awareness of sports and leisure are the main factors that hinder and affect the consumption intention of migrant workers' sports and leisure products; while long working hours, an insufficient supply of

venues and facilities, low level of education, lack of professional guidance and imperfect security system are the constraints that restrict farmers. Objective factors of consumption intention of industrial sports and leisure products. From the perspective of economics, the influencing factors of the consumption intention of sports and leisure products of the middle class are analyzed: the main reasons for promoting the consumption intention of sports and leisure products are subjective factors, including consumption concepts and consumption desires; the main reasons for restricting the consumption intention of sports and leisure products are objective factors. Include income level, leisure time, and related locations. According to the degree of influence, the restricting aspects of the consumption of sports and leisure products are sorted: structural factors, social communication factors, housework factors, and psychological factors. There are significant differences between different types of workers. The theory of planned behavior divides the influencing factors of urban residents' consumption intention of sports and leisure products into four dimensions: behavioral attitude, subjective norm, perceived behavior control, and past behavior.

## **6. Conclusion**

The development of China's sports and leisure industry is on a rapid rise, especially with the rapid growth of my country's economic level and the improvement of people's living standards; the consumption of sports and leisure products is also increasing. Among them, college students are the leading force in the consumption of leisure sports products. But at present, many scholars' research focuses on the development of the sports and leisure industry and the analysis of the factors that affect the outcome of the sports and leisure industry. There are few studies on the willingness to consume sports and leisure products, and even if there are relevant studies, they focus on the desire to choose. However, no specific research on which aspects affect the willingness to consume sports and leisure products. Aiming at a particular group of college students, this research focuses on the factors that affect the willingness of college students to consume sports and leisure products and their influencing mechanisms to study better the impact of college students' sports and leisure product consumption on the entire sports and leisure industry, and how to explore college sports better.

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