

# Influencing Factors of Sichuan Consumers' Purchase Intention on Pet Products Based on Consumer Psychology Theory

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**Abstract:** Health-conscious consumers show a growing preference for the selection of pet foods over the traditional foods for their pet consumption. This article will discuss factors that affect the change in consumer behavior based on the consumer psychology theory toward pet foods. The influencing factors are herd psychology, realistic psychology, preference psychology, advantage-taken psychology, face psychology, and comparing psychology relating to purchase intention. The three research objectives are; to analyze the characteristics of Sichuan consumers' purchase intention of pet products based on the theory of consumer psychology, to explore the impacts of influencing factors relating to purchase intention of pet products and to suggest the improvement of pet product sales through the corresponding consumer psychology theory.

**Keywords:** Consumers' Purchase Intention; Pet Products; Consumer Psychology Theory

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## 1. Introduction

In recent years, "pet fever" has become popular in China and is becoming more and more popular. Pet products have become the communication medium between us and pets and are necessary for us to enhance our relationship. The relationship between pets and owners is getting closer, and we are also keen to add items to our beloved pets, such as cleaning supplies, pet toys, pet clothes, and more. With the increasing income of Chinese residents and the continuous expansion of pet owners, the types of goods and services related to pet consumption are constantly enriched, and the scale of the domestic pet industry is expanding rapidly. With the rapid increase in pet owners in recent years, the relationship between people and pets has become increasingly close. According to the National Bureau of Statistics data, the proportion of one-person households in my country has increased year by year, and the family structure has become single. Changes in the concept of raising pets and the continuous increase in the emotional investment of pet owners in pets have led to an upward trend in the annual consumption of a single pet. Emotional consumption. More and more consumers are buying food and clothing for pets.

## 2. Theoretical Basis

### 2.1 Theoretical Significance and Value

Combining theories and methods such as consumer psychology theory and perceived value theory, this paper focuses on Sichuan pet product consumers as the sampling area to discuss and analyze the influencing factors of Sichuan pet product consumers' purchase intention, further enriching the content of consumer psychology theory, with theoretical. Consumer's intention for pet foods is the first step in developing demand for organic food products. In the five-step consumer decision-making process, consumers pass through all the stages when considering purchasing a product, in this case, organic food products. In the second stage, the information search of the decision-making process will be linked to perception. It is about presenting information to the customer that will create awareness and attention so that customers are aware of and pay attention to what is available, where to buy it, and why they should buy it.

### 2.2 Practical meaning and value

In this study, combined with the literature analysis method based on research literature such as consumer psychology theory, consumers' purchasing intention of pet products, and other research literature, combined with consumer psychology theory and perceived value theory, the research is based on the Chengdu area of Sichuan Province. Scope, combined with questionnaire survey method to conduct questionnaire survey, collect corresponding data, conduct reliability and validity analysis, demographic analysis, descriptive statistics, correlation analysis, and other research results analysis, and analyze the influencing factors of Sichuan consumers' purchase intention of pet products, and then put forward corresponding suggestions, which are of practical significance.

### **3. Understanding the Influencing Factors of Sichuan Consumers' Purchase Intention on Pet Products Based on Consumer Psychology Theory**

#### **3.1 Consumer Psychology Theory**

Wei; & Pan. (2021)<sup>[1]</sup> referred to consumer psychology as an integral part of consumer economics, which takes consumer psychological phenomena' generation, development, and laws in market activities as the research subject. In consumer behavior, consumer psychology is the core of everything. Consumer motivation, underlying needs, and even abuse and provocation in some promotional activities are inseparable from this theoretical category. Any consumption activity includes both the consumer's psychological activity and the consumer's consumption behavior. Accurately grasping the psychological activities of consumers is the premise of accurately understanding consumer behavior. Consumption behavior is the external manifestation of consumer psychology, which is more realistic than consumer psychology. Common psychology includes the psychology of seeking truth, seeking beauty, seeking convenience, comparing psychology, preference psychology, conformity psychology, pride psychology, possessive psychology, etc.

#### **3.2 Interest-Oriented Psychology**

Niu; & Chen. (2019)<sup>[2]</sup> compared the interest-oriented psychology is mainly fed back through two behaviors: obedience and repetition. Shortage Psychology: Humans have an innate fear of loss. "An opportunity must not be lost; it will never come again" is a well-known promotion quote by the Chinese, which exploits consumers' fear of losing an opportunity or something they love. The shortage may come from the limitation of resources or human creation, but no matter how much, the deficit has enormous power.

#### **3.3 Perceived Value Theory**

Lin; et al. (1985)<sup>[3]</sup> proposed the Perceived Value Theory (PVT), the core idea of which is that the customer's perception of the value of a product or service is the overall result of the trade-off between perceived benefits and costs. The dimensional composition of perceived value relates to its connotation interpretation and subsequent quantitative research. Perceived value is divided into two dimensions, practical value, and hedonic value, in the evaluation of consumer shopping experience. This view earlier supplemented the non-utilitarian dimension in perceived importance and provided the basis for subsequent research.

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

#### **4.1 Pet Product Purchase Intention**

The expanding number of pet food options and growing interest among pet owners in feeding their pets the best diets have made consumers struggle to make appropriate purchase decisions. Consumers face a dizzying array of pet food choices and a growing wealth of misinformation regarding pet nutrition on the Internet.

## 5. The Influencing Factors of Sichuan Consumers' Purchase Intention on Pet Products Based on Consumer Psychology Theory

Hou: et al. (2021) [4] studied the aspects of the product (product quality, product packaging, brand awareness), price, channels for obtaining consumer information, and promotion methods; the purchasing behavior of pet food consumers are studied. Quantitative research is carried out using questionnaires. Pet taste, consumer experience, product quality, and other factors significantly impact consumer behavior, and the channel for obtaining consumer data is ineffective. Most consumers' purchasing behaviors affected by the promotion methods tend to be online, in shopping malls, on TV, and in outdoor advertisements. ELM model and research status of pet food consumption, construct a theoretical model of the formation mechanism of cat food staple food purchase intention of pet owners and find that the formation of brand trust needs, through food label information quality, price value, social impact, and third-party testing and evaluation. Information processing through different paths; brand trust positively impacts the purchase intention of cat food staple food; pet attachment moderates the influence of varying information processing paths on purchase intention.

## 6. Conclusion

Through research, it analyzes the primary and secondary factors influencing consumers' purchase intention of pet products under the theory of consumer psychology. From this analysis, the influence of preference psychology and conformity psychology on the purchase intention of pet products in consumers' psychology is obtained, which provides a reference for pet products companies to promote and market pet products. The data shows that Guangdong, Shanghai, Jiangsu, Zhejiang, and Beijing have the most robust consumer demand for pet products, and pet owners' need for "hourly delivery" continues to grow. The consumption scale of pet products in Sichuan, Shandong, Hubei, Fujian, Liaoning, and other provinces is also at the forefront of the country. To this end, analyzing consumers' consumption psychology of pet products will help to improve consumers' consumption behavior of pet products and then improve and optimize pet products promotion activities and marketing strategies for pet products companies.

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