

Effects of Food Promotional Strategy on Purchase Intention of Chengdu Parents of Primary Students for Health Concerns in Complementary Food Consumption

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Abstract: The choices and preferences of food consumers are influenced by several factors, from those related to the socioeconomic, cultural, and health dimensions to marketing strategies. Marketing is a determinant ingredient in the choices related to food consumption. Nonetheless, the brands play a crucial role in effectively implementing any marketing approach. Creating food brands in the food sector is not always easy, considering the appropriate amount of these foods produced within the complementary food sector. The small dimension of these sectors' production units hinders brand creation and respective branding for consumer purchase intention. This paper utilizes the influencing factors of promotional stimulus, promotional method, health knowledge, recommendations, parents' characteristics, and children's characteristics relating to parents' purchase decisions on complimentary food. The three research objectives are; to analyze the influencing factors of parents of primary school students in Chengdu on the purchase decision of complementary food promotion, to explore the influencing factors of parents of primary school students in Chengdu on purchasing decision-making of complementary food promotion, and to suggest strategies for the food promotional strategy in children complimentary food consumption.

Keywords: Food Promotional Strategy; Purchase Intention; Complimentary Food Consumption

1. Introduction

Childhood and adolescence are critical periods for physical and psychological growth and development and an important stage for forming eating behaviors and habits. Scientific and reasonable intake of various nutrients is essential to ensure their expected physical and mental development, and appropriate nutritional intake needs to be achieved through good eating behaviors. It is reported that babies who eat complementary foods are at their peak at 6 to 8 months old and gradually begin to lose after one year of age. They want to extend the life cycle from brand owners to channel suppliers and don't want to let the peak period fall so quickly. They all hope consumers have more substantial purchasing power and food supplements. Therefore, it is necessary to extend the targeted period. To this end, this topic takes Chengdu, Sichuan as the research object, explores the influencing factors of parents of primary school students in Chengdu, Sichuan on the decision-making of complementary food promotion and purchase, and further promotes complementary food for complementary food enterprises.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Combining the theory and methods of consumer behavior theory and the theoretical basis of health concern environment, this paper focuses on the parents of primary school students in Chengdu, Sichuan, as the sampling area to discuss and analyze the influencing factors of parents of primary school students in Chengdu, Sichuan on the purchase decision of complementary food promotion, which further enriches the content of consumer behavior theory.

2.2 Practical meaning and value

This paper summarizes the research scholars based on consumer behavior theory, the influencing factors of consumers' purchasing decision-making in complementary food promotion, etc. The research scope and questionnaire survey are combined with the questionnaire survey method to collect the corresponding data and analyze the research results, such as reliability and validity analysis, demographic analysis, descriptive statistics, and correlation analysis.

3. Understanding the Effects of Food Promotional Strategy on Purchase Intention of Chengdu Parents of Primary Students for Health Concerns in Complementary Food Consumption

3.1 Consumer Behavior Theory

Deng: et al. (2019) ^[1] defined consumers allocate their income among various goods and services to maximize satisfaction. This theory will explain why the demand curve slopes downward to the right. Two analytical tools or methods can be used to investigate consumer behavior: marginal utility analysis based on cardinal utility theory and indifference curve analysis based on ordinal utility theory. In modern Western economics, indifference curve analysis is more popular. In a market economy, consumer sovereignty means that companies must produce according to the needs of consumers. The consumer behavior theory tells us that consumers buy items to maximize utility. The greater the utility of the item, the higher the price consumers are willing to pay. According to consumer behavior theory, when a company decides what to produce, it first considers how valuable a commodity will be to consumers. The utility is a psychological feeling that depends on consumer preference. Therefore, if an enterprise wants to sell its products at a high price, it must analyze the psychology of consumers and satisfy consumers' preferences.

3.2 Health Concern Theory

Zhang (2013) ^[2] determined all the necessary conditions for the survival and development of human beings, and human beings adjust themselves to adapt to the ever-changing external environment; at the same time, they constantly transform the environment to create environmental conditions that are conducive to their survival and development. The atmosphere is the condition that human beings depend on for survival, and the quality of the environmental conditions directly affects the health of human beings.

3.3 Health Environment Theory

Wang: et al. (2013) ^[3] conducted living conditions for children, and it plays a significant role in a person's healthy growth. The characteristics of human physical development and psychological growth, as well as the educational value of the environment, determine that the younger the age, the greater the influence of the environment. A good environment is a foundation for a child to have a healthy constitution, form correct thoughts, and have excellent qualities. Society should provide a healthy environment for the healthy growth of children, including the natural environment, social environment, school environment, and family environment. Some of the main problems of children's physique are malnutrition and obesity. There are two reasons for malnutrition: insufficient calorie and protein intake, a partial eclipse, picky eater, excessive snacking, excessive dieting, and so on.

4. The Conceptual Framework for the Research Study

4.1 Complimentary Food Consumption

Complementary food refers to nutritious food given to infants six months and older in addition to breast milk to meet the nutritional needs of infants.

5. The Effects of Food Promotional Strategy on Purchase Intention of Chengdu Parents of Primary Students for Health Concerns in Complementary Food Consumption

Liu: et al. (2020) ^[4] analyze parents' children's clothing from consumer background characteristics (including parents and children's characteristics), internal factors (including parents' psychological aspects and product cognition factors), and external factors (including corporate marketing factors, environmental factors, and situational factors). Purchasing decision-making behavior and exploring different characteristics under the influence of consumer background characteristics and regional variables put forward relevant and reasonable product development and marketing suggestions for enterprises and provide a reference for the brand building and market development of children's clothing enterprises. The degree of emphasis on family parenting, Factors such as the degree of understanding of the harmfulness of supplementary food supplementation have a particular impact on health education compliance. Through three experiments to explore the difference in promotion effect between gift promotion product combination and price promotion product combination under different task types and different time distances, under the purchase feasibility task, compared with the long-term future time, consumers are more inclined to Under the condition of near-future time; consumers are more prone to choose the product combination of price promotion under the condition of near-future time; under the task of price willingness to pay.

6. Conclusion

Young parents pay more attention to the addition of complementary foods, and the concept of scientific parenting has begun to take root in people's hearts. In the past, competition mainly revolved around location, product category, and marketing methods. With the addition of capital, many first-tier chains can say that they will not be profitable within half a year when they open stores in local places. They trade time for space and implement dimensionality reduction attacks on surrounding small and medium-sized stores. The impact on the original competitive landscape is tremendous. The addition of Internet companies has accelerated offline retail integration, bringing challenges to the actual competitive environment and methods. Focusing on the health care environment, put forward corresponding promotion suggestions for complementary food, and provide consumers with safe and reliable complementary food.

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