

Empirical Research on Smart Home Purchase Intention in the 5G Era

— Taking Chengdu as an Example

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Abstract: With the improvement of science and technology level in China and the improvement of economic level, the landing of AI and IOT technologies, has brought a great impact on our lives, people pay more and more attention to the artistic taste and spiritual needs of work and life space, thus promoting the rapid development of the home furnishing industry. It is bound to accelerate the development process of the smart home industry. More and more smart home products continue to launch, so that all kinds of smart home products "into the ordinary people's homes". From 2010 to now, the country continues to promote the development of the new generation of information, and continues to formulate relevant favorable policies for the smart home housing industry. National policy support and standard guidance, and the gradual deepening and improvement of smart city construction are driving the development of smart home, and the development and prosperity of the development and change of traditional smart home.

Keywords: Smart Home in 5G Era; Purchase Intention; Brand Cognition; Perceived Risk; Benefit Perception

1. Background

Since the advent of the fifth generation of mobile communication technology, there are countless topics about 5G and smart home on various major media platforms. 5G has the characteristics of high speed, low latency, ubiquitous network, low energy consumption, interconnection of everything, and reconstructed security. On this basis, smart home provides consumers with a more comfortable, energy-saving and safe home environment in life. In April 2020, in the Opinions of the CPC Central Committee and The State Council on Accelerating the Construction of a National Unified Market, Article 17 clearly stated that "standard verification, implementation and supervision should be strengthened, and improve the standard system in modern circulation, big data, artificial intelligence, blockchain, fifth-generation mobile communication (5G), Internet of Things, energy storage and other fields. We will carry out intensive social experiments on artificial intelligence, and promote the formulation of standards related to intelligent society governance. We will promote the unification of standards for smart home products and security systems, and explore the establishment of a labeling system for smart devices." More sound industry standards, to provide strong support for the development of the smart home market.

2. Research objectives

Analyze the economic impact of urban residents on the purchase intention of smart home at present.

Explore the mechanism of influence among several groups of factors.

Analyze the statistical results, compare the importance of various factors, and formulate targeted marketing strategies, so as to provide reference suggestions for maintaining the sustainable development of each smart home product brand and improving the purchasing power of consumers.

3. Scope of research

3.1 Significance and value

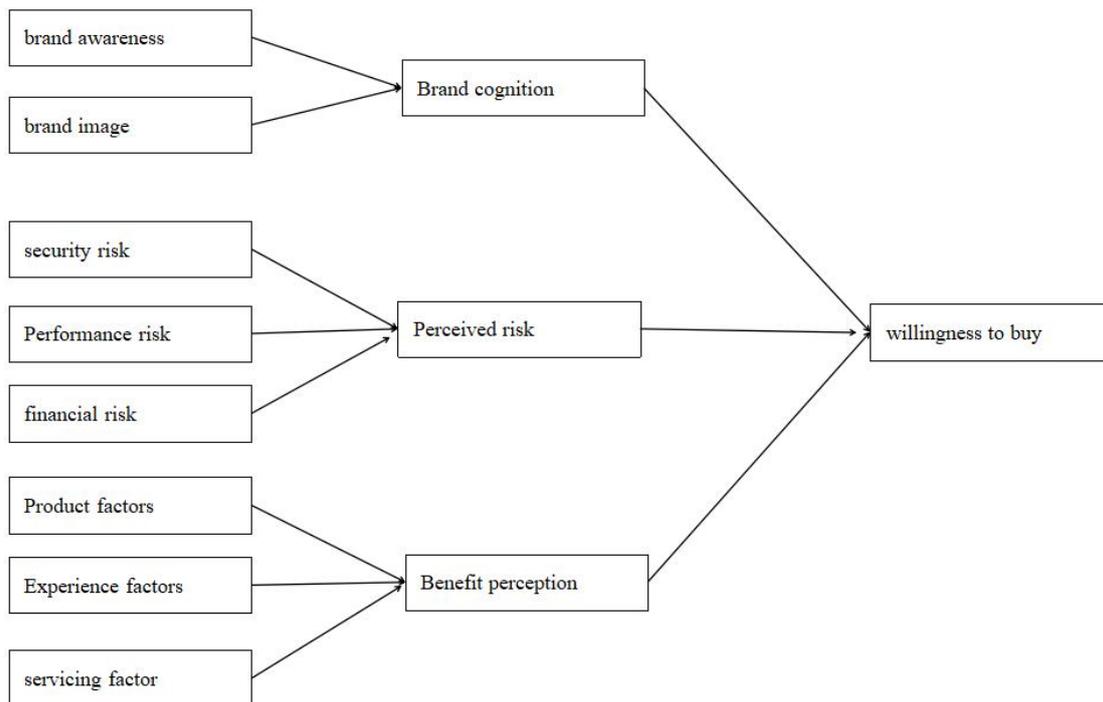
In terms of theory, this research realizes the theoretical innovation of consumers' purchase intention model on the basis of combing out the previous relevant field research, and using the methods of literature research and field investigation. Integrate marketing theories such as brand marketing, product marketing, experience marketing, and service marketing, study the influence of marketing factors in the field of smart home on consumers' purchase intention, and enrich the research of the smart home industry in the field of consumption.

In practical terms, this study on the target customers of smart home have a clear understanding, make the existing business operators to better meet the market demand, provide theoretical support for product development and marketing strategy it will help domestic business operators a more comprehensive understanding of urban residents of smart household products purchase intention and gains in the market has a certain value.

3.2 Regional demographic characteristics of the study

In terms of sample collection, the researchers strictly limited the scope of the study based on the areas restricted by the topic of the study. The researchers collected the maximum information according to the available useful resources, limited the sample collection area to Chengdu City, Sichuan Province, China, and conducted the sample survey and questionnaire distribution.

4. The conceptual framework of the study



5. Theoretical basis

Chen Yanqing (2016) builds a theoretical hypothesis model to show that brand perception helps to enhance consumer perception; consumer perception helps to improve the purchase intention; Brand merchants should enhance their purchase intention by controlling product quality control, creating product scenarios, and adding product emotional elements. Keller (1993) Brand recognition is divided into two aspects: brand awareness and brand image. Liu Jiaying (2018) found that brand cognition has a significant promotion effect

on customers' intention to buy sportswear. Li Xiangmei et al. (2020) found through the questionnaire analysis of the Pure Land Health products on the Tibet Plateau that the improvement of brand awareness will increase the functional trust of tourists coming to Tibet in the products, and then enhance their purchase intention. Scholars Xie Ruyu and Liu Jing (2022) believe that new energy vehicles are innovative products, and the impact of consumers on the purchase intention of innovative characteristic products is realized through the perception of risk. Yu Wenwen (2015) believes that customers' interest perception is consumers' subjective cognition of the value of products and services provided by enterprises, which is different from the objective value of products and services. Research found that the perception of interests has a significant effect on promoting consumers' purchase intention.

6. Related studies

The definition of Aldrich, Lutolf and Hubert from the perspective of meeting user needs summarizes the nature of smart home. Aldrich (2003) proposed that the smart home is a home equipped with computers and information technology, which can foresee and respond to the needs of the residents, and meet the needs of comfort, convenience, safety and entertainment by managing the information technology in the house and connecting with the outside world. According to Gao Haixia (2006), shopping experience is also an important consideration for studying purchasing tendency. Consumers tend to choose companies or brands that they think are less risky to trade, and the existing successful trading experience will increase consumers' confidence in the next transaction. In addition, consumers are more likely to choose the stores that they have had contact with during online consumption. Consumers' purchasing behavior or purchase intention will be affected by the shopping environment to some extent, including the store design, the environment, the atmosphere and the attitude of the sales staff.

Conclusion

In recent years, smart home products in the home furnishing market are in the development stage. At present, the domestic smart home furnishing market is developing rapidly, but there is relatively little research on the purchase intention of smart home in specific areas, and consumers still have certain concerns about the purchase of smart home. This study is based on consumer perspective, improve consumer purchasing power, and can let consumers buy some Suggestions again, through this study data sorting and combined with the final conclusion, brand cognition, risk perception, benefit perception for urban residents consumer purchase intention plays a role, also for intelligent household industry sustainable development plays an important role.

Based on the existing theoretical basis of S-O-R theoretical model of past scholars, this study concluded that the three factors, brand awareness, risk perception and benefit perception, all have a significant positive impact on smart home products on the purchase intention of urban consumers.

Provide some ideas and methods for the development and marketing of smart home products, and provide the theoretical and practical basis for the smart home brand enterprises; and correctly guide the urban consumers' consumption concept of smart home products.

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