

The Study on the Influencing Factors of the Purchase Intention of Health Products Among Middle-Aged and Elderly Consumers in the Yangtze River Delta Region After Epidemic

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Abstract: With the development of economy and society and the improvement of residents' social level, the consumer market has been developing continuously. In recent years, the consumption level of middle-aged and elderly people has gradually increased, and the consumption market of health care products is becoming larger and bigger, and then there are many problems. China's health food industry started later than the foreign markets, but its development momentum is very rapid, after decades of development, it has become one of the most promising and dynamic industries in China. China's health food market has a huge potential. With the rapid expansion of the health food market, various problems and crises are also becoming increasingly prominent, and the transformation of the health food industry is imminent.

Keywords: Middle-Aged and Elderly Consumers Purchase Intention; Perceived Value; Perceived Risk Perception Usefulness

1. Background and problem statement

The situation of population aging in China is severe. According to the main data of the seventh National Population Census released by the National Bureau of Statistics, there are 264.02 million people over 60 years old in China, accounting for 18.70% of the total population, among which, the population aged 65 and above is 190.64 million, accounting for 13.50%. In the next 20 years, the aging of China's population will reach its peak, so the problem of the elderly will be the group concerned by the whole society. In 2017, China issued the "13th Five-Year Plan" for Healthy Aging, aiming to achieve healthy aging, which means that the health problems of the elderly should be the concern of the whole society.

2. Study objectives

Explore the economic impact of the health care products purchase intention of middle-aged and elderly consumers.

Explore the influence relationship among the variables and their significance.

Formulate targeted marketing strategies to provide highly valuable suggestions for maintaining the sustainable development of health care products and improving users' desire to buy.

3. Range of study

3.1 Significance and value

In both at home and abroad under the condition of the literature of the purchase intention to comb, combined with the characteristics of elderly consumers and the particularity of health care products, to the middle-aged and old groups in Yangtze river

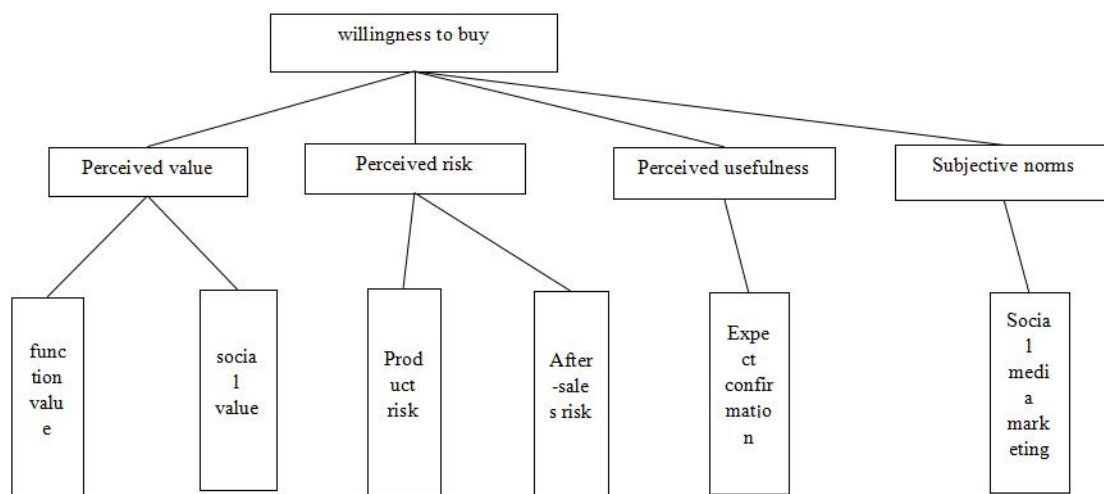
delta region as a research object, analysis of Yangtze river delta region middle-aged and old consumers of health care products to buy intention influence factors, build a ability to show the Yangtze river delta region middle-aged and old consumer groups of health care products purchase intention influence factors model, and the quantitative research. The research in this paper helps to increase the purchase intention of middle-aged and elderly consumer groups and enrich the research.

Yangtze river delta region as one of the most rapidly developing areas in China, the residents' income has greatly improved, the Yangtze river delta rich logistics resources for the development of health care products enterprises provides a solid support, but with the rest of the health products industry status, the Yangtze river delta health products industry as there are many problems, such as low level of repeated construction phenomenon is serious, imperfect laws and regulations, fake and shoddy health care products, etc. This paper aims the research on the influence mechanism of middle-aged and elderly consumption on the purchase intention of health care products in the Yangtze River Delta region to help the health care enterprises in the Yangtze River Delta region grasp the consumer demand of the local market, and guide the middle-aged and elderly health care consumers in the Yangtze River Delta region to have a more correct understanding of health care products and form a reasonable consumption concept.

3.2 Regional demographic characteristics of the study

Based on the selected areas of this study, the investigators strictly defined the scope of the study. In terms of regions, this paper selected Shanghai, Nanjing, Hangzhou, Ningbo and Hefei, the most representative cities in the Yangtze River Delta region, to distribute the questionnaire, and adjusted the number of questionnaires according to the number of middle-aged and elderly groups in these four municipal cities.

4. Conceptual framework for the study



5. Theoretical principle

Zhang Yulu (2012) used the S-O-R model to build the influence model of consumers' online clothing purchase intention. Liu Yizhi et al. (2015) believed that perceived risk has a significant negative correlation with consumers' willingness to mobile shopping, so perceived risk variables were added to the research model to better study the influencing factors of consumers' willingness to mobile shopping. Chen Yongqi (2020) proposed five stimulus variables: product content quality, price preferential strength, entertainment, attraction and popularity. Taking consumers' perceived value and perceived risk as intermediary variables, it aims to build the influence model of e-commerce live broadcast on consumers' purchase intention. Zhou Xiaobing (2017) From the perspective of brand trust and risk perception, he studies and discusses the influence path of wechat marketing on customers' purchase decisions. Wang Maobin (2018) divided the characteristics of knowledge paid products into five aspects: perceived usefulness, perceived entertainment, perceived cost, technical characteristics and subjective norms. Taking the perceived value as the intermediary variable and the purchase intention as the dependent variable, the influence factor model affecting the purchase intention of knowledge paid

products was designed. On the basis of the literature review, Zhong Kai and Zhang Chuanqing (2013) constructed a model of the influence of online consumers' perceived value on the purchase intention with the online reputation as the adjustment variable.

6. Correlation studies

In 2019, Wu Xiaoqiang targeted some middle-aged and elderly people who were deeply poisoned by the fake health communication advertisements, such as buying "omnipotent" health products, and even regarded the advertising of unscrupulous enterprises as the standard problem to study the middle-aged and elderly consumer groups. Dai Shujiao in 2013 in Shaoxing middle-aged and old consumers as the research object, through the questionnaire and interview way of Shaoxing middle-aged and old consumers clothing purchase psychology and behavior investigation and analysis, understand the Shaoxing elderly clothing consumer psychology and consumer behavior characteristics, for the middle-aged and old clothing production and brand construction of the enterprise put forward some Suggestions on the marketing strategy.

Conclusion

To provide a basis for actively guiding healthy aging, For the next two decades, China's aging population will reach its peak, The incidence of diseases in the elderly is increasing, Will put pressure and burden on the national finance, society, families and individuals, Healthy aging is what one has expected, While the goal of healthy aging is the health and longevity of the majority of the elderly population, Study on the consumption behavior of health care products in the elderly, Aims to raise the awareness of middle-aged and elderly people, Strengthen the health literacy of middle-aged and elderly people, Gradually improve the health care knowledge education of the middle-aged and elderly people, Suggestions on the construction of a sound health care products consumer market, So as to promote the "13th Five-Year" healthy aging work, Realize healthy aging.

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