

# Influencing Factors of Sports and Leisure Product Sales Affecting Chengdu College Students' Purchase Intention

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**Abstract:** New media technologies and forms were connected increasingly with offline economic life, profoundly affecting our lives and significantly changing the original media ecology. In particular, the rise and development of a large number of mobile social platforms, among which the micro-communication platform represented by WeChat, had gradually emerged and become an indispensable marketing and promotion channel in modern times, promoting the transformation of marketing and promotion activities to the mobile terminal. The macro-environment and micro-environment also adopted the micro-business marketing model. Further suggestions were created to improve the promotional strategy on a micro-business shopping mode for better consumer purchase perception and satisfaction.

**Keywords:** Influencing Factors; Micro-Business Shopping Mode; Purchase Intention

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## 1. Introduction

Micro-business marketing has become a new method for enterprises to use social media for marketing. In recent years, the forms, marketing models, and technical means of social media have significantly developed, and its advantages in corporate marketing have gradually emerged. Most world's top 500 companies have begun to pay attention to and use social media. Social media marketing, such as Weibo and WeChat, has become a normalized marketing method for enterprises to carry out marketing activities, and seeking new online marketing models has become a new goal for enterprises to carry out online marketing activities. A micro-business marketing model is a new form of the enterprise using social media to carry out marketing activities. It is also the most popular marketing model for enterprises. Analysis International's statistics show that about 10 million individuals are involved in micro-business marketing in China. The annual economic benefits created by the micro-business industry have reached tens of billions of yuan.

## 2. Theoretical Basis

### 2.1 Theoretical Significance and Value

In terms of theoretical value, it enriches the content of micro-business research and provides a reference for further research on the micro-business marketing model. As a brand-new marketing model, the companies and individuals involved in micro-business marketing have shown a rising trend, which has prompted the micro-business marketing model to be widely respected by enterprises and individuals in the past two years, while the academic research on micro-business is relative. The research on the micro-business marketing model in this paper will enrich the content of the academic research on the micro-business marketing model and provide reference content for scholars to research the micro-business marketing model in the future.

## **2.2 Practical meaning and value**

In terms of practical value, the quantitative analysis of the development prospects of the micro-business marketing model and the development suggestions for the micro-business marketing model will guide enterprises to carry out micro-business marketing activities. In the development process of the micro-business marketing model, many problems still need to be improved. Through the research and analysis of the influencing factors of the development of the micro-business marketing model and the selection of the future marketing model, it will help enterprises to choose the future micro-business marketing model correctly; The development suggestions of the micro-business marketing model will help to provide a reference for the micro-business participants to solve the current problems.

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

#### **3.1 Micro-business marketing model**

For micro-business marketing, word-of-mouth marketing can bring many benefits, embodied in the following two points: First, speed up the speed of information dissemination. On the one hand, after the information originator sends out the information, the information will spread at a geometric multiplier growth rate, which is extremely fast; The information is passed to the next user, which greatly improves the efficiency of information dissemination. Second, to better understand and track marketing effectiveness (Li. 2012)<sup>[1]</sup>. Social media information is disseminated on its own platform so that social media can control the path and effect of information dissemination in real-time. This greatly improves its supervision and control over the entire marketing process, and enterprises can also conduct further market segmentation and marketing according to the monitoring results.

#### **3.2 Viral marketing**

Viral Marketing refers to the use of self-replicating viral communication methods, which are similar to a computer or pathological communication methods. Enterprises can achieve brand awareness and other marketing through this communication method (Zhang. 2012)<sup>[2]</sup>. The core of viral marketing is to use the principle of word-of-mouth communication, which is more convenient in specific mass media such as the Internet and mobile phones. Viral marketing starts from the source of information and spreads it through users' spontaneous word-of-mouth to achieve the purpose of rapid and efficient dissemination of information. Viral marketing has the characteristics of rapid reproduction, broad dissemination, and rapid development like a virus. With the help of the public's enthusiasm and interpersonal network, the information finally spreads like a virus to many audiences.

#### **3.3 Interactive marketing**

Interaction is related to two-way communication, and it is a communication-based concept. Sociologists believe that "interaction" is a conscious behavior that is uniquely human. In the interaction process, people take certain actions towards others through words or actions or make certain responses to others' actions. Interaction can generally be divided into five forms: exchange, competition, conflict, cooperation, and coercion (Liu. 2015)<sup>[3]</sup>.

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

The study of this paper is to investigate the environment of micro-business shopping in encouraging consumer purchase intention on product consumption (Zhao. 2014)<sup>[4]</sup>. It involves perceived value and trust affecting consumer behavior and perception. The theoretical framework was finally constructed in which the concept is consumer purchase intention.

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

### **Purchase Intention in Sichuan**

Consumer purchase intention refers to the subjective probability or possibility of consumers buying a product. So, the willingness to buy. It reflects the emotional attitude of consumers towards commodities and the rate at which consumers make purchasing decisions for an item. Willingness is the premise of behavior and the decision to prepare for behavior. Purchase intention is the premise of purchase behavior and the decision before purchasing goods. Therefore, consumer decision-making can be predicted by measuring purchase intention. Compared with the traditional shopping mode, the purchase intention of online consumers also refers to the subjective probability or possibility of consumers purchasing a product. However, due to changes in the shopping environment and methods of online consumers, online consumers' purchase intention also has their characteristics. Online consumers mainly obtain information on goods or services through virtual channels such as browsing online stores and sellers' exchanges. Many virtual factors will affect the purchase intention of online consumers. Social marketing is a new way of thinking in developing network marketing. From face-to-face marketing in traditional sales to screen-to-screen marketing on the Internet to circle-to-circle marketing in WeChat marketing, B2C e-commerce is experiencing one business model innovation after another

## **6. Conclusion**

Real-time launch of consumer benefit activities. Compared with traditional e-commerce marketing, micro-businesses have low entry barriers, low operating costs, and low service costs, which provide an excellent premise guarantee for enterprises to benefit consumers when conducting marketing. With the intensification of competition in network sales, e-business customers are particularly concerned about evaluating the deal to improve business reputation, enhance business sentiment, and promote business sales. Some businesses, therefore, spend money to buy a brush, and the effect is limited, so negative feedback may be offset several times. Business needs praise can be understood, but the award should come from the consumer because if consumers do not buy it, business sales will fail, or there will be no more long-term prosperity. Consumer evaluation is good or bad depending on their perception of business confidence. Perceived trust and consumer perceived cost of network shopping, perceived value, and perceived risk.

## **References**

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