

The influence of confirmatory psychology on consumers' purchase of sports goods on an e-commerce platform

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Abstract

This study examines the impact of confirmatory psychology (CP) on the e-commerce (EC) platform purchasing of sporting products by consumers. The evolution of network communication technologies has produced EC. This study used literature and mathematical statistics to assess the consumption data of sports products purchased by consumers who purchase sports products. By descriptive analysis, variables such as CP are partitioned into dimensions, and hypotheses regarding the relationship between variables are formulated. The study found significant positive associations ($P < 0.01$) between normative conformity and customers' purchase intentions and between informational conformity and consumers' buying intentions. The interaction variable significantly benefits purchase intent (coefficient standard = 0.045, $P < 0.001$). Interaction elements showed a statistically significant positive impact on purchase intent (coefficient standard = 0.18, $P < 0.001$). The study has theoretical ramifications that contribute to the body of knowledge. Moreover, the practical consequences of this research are essential for improving the EC platform offerings.

Keywords: Conformity psychology; Purchase intention; E-Commerce; Sports goods

1. Introduction

New items continue to emerge due to the rapid development of society, and consumption is evolving in the direction of personalization and diversification. The introduction of e-commerce (EC) online has altered how people view consumption. Internet buying is both a personalized procedure and a workout. In the purchasing process, the consumption psychology of customers also reveals new traits. For sports consumption, the customer's purchasing behavior has a significant impact. The purchasing decision is initiated when it is determined that the product meets the requirements. Decide to buy While making a purchase. We will assess the business's reputation and the safety of the transaction, ascertain the after-sales service status, communicate with the sales customer service, and then decide whether or not to finish the transaction to complete online shopping. Consequently, despite the seeming simplicity of internet sales, they are vital.

With the rapid development of China's economy, technology, and sports sector, an increasing number of sporting goods are entering the market, and the range of brands available to consumers is diversifying. The most prominent among the several expressions of conformance psychology (CP) is conformity consumption (Shao & Liu, 2020). With the rapid development of material civilization

and commodity economy, when people are confronted with various commodities on the market, they may blindly follow the consumption trend due to their inability to exercise self-control or psychological factors such as comparing consumption. The prevalence of social software such as WeChat public platforms, portal websites, and EC platforms has made fragmented information transmission a trend. Audiences are more acclimated and prepared to accept intuitive and concise information (Septianto, Lee, & Putra, 2021).

Through the quick dissemination of new media, today's headlines, hot places, buzzwords, and other popular events have captured the public's attention. The spread of new media has gradually altered individuals' consumption patterns and habits. Conformity behavior has become more prevalent in the new media environment as a result of the Internet's and social apps' rising popularity. A multi-attribute behavior decision-making model of customers is developed based on the effect of new media on the conforming behavior of contemporary consumers (Murad, Ali, & Akhtar, 2022).

Despite the seeming simplicity, online sales are essential. In a psychologically complex decision-making process, a fault at any link may fail the transaction. EC Taiwan must comprehend the psychology of sports consumers in-depth, cater to their requirements, and resolve their inconsistent psychology. From the perfection of the system to the after-

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sales service, a virtuous sales chain has been established, causing consumers to be passionate about online buying and to believe that Online shopping is the future. This study examines the impact of confirmatory psychology (CP) on the e-commerce (EC) platform purchasing of sporting products by consumers. The evolution of network communication technologies has produced EC. This study utilized literature and mathematical statistics to analyze the consumption data of sports goods purchased by consumers who purchase sports goods through descriptive analysis. Variables such as CP were partitioned into dimensions, and hypotheses were formulated regarding the influence between variables.

2. Literature Review

Currently, consumers' cultural levels and income are on the rise. While selecting brands of sporting goods, we have begun to be influenced by social psychological aspects in addition to brand features such as quality, popularity, cost performance, and distinctions in the individual characteristics of consumers. Psychosocial aspects represent the desire of others who are important to them to deem it proper, which can be used to show the intensity of consumers' want for significant individuals to purchase sports goods of different brands while making consumption decisions (Kaur et al., 2022). After the 20th century, Menon and Sujatha (2021) concluded that scholars from various nations examined the CP. A conformity psychological model was formed, consisting of three levels: conformity, identification, group, and internalization. Khan et al. (2022) established that consumer decision-making might be bound by group pressure or social environment and moral norms; Normative rationality generates a psychological constraint via individuals' inner beliefs and experience of social group pressure.

The conformity tendency scale is based on the informational and normative conformity tendency scales created by Shen, Lee, and Lin (2020). The conformity tendency scale is comprised of eight questions and two dimensions. The first four items assess normative conformance, while the latter four assess informational conformity. Tiffany et al. (2020) emphasized that willingness to buy is the probability of consumers' behavior to purchase a brand. That willingness to accept is comprised of brand knowledge and specific CP and can also be employed as a significant predictor of consumer behavior. Dhingra, Gupta, and Bhatt (2020) reported that consumers' willingness determines and predicts their buying behavior. To comprehend buying behavior, it is

required to define the consumer's purchase intention and present a unified model of the consumer's purchase intention and purchase behavior.

The face has long influenced the Chinese mentality and, consequently, their desires. CP will have a proportional effect when additional individuals or groups enter the retail environment. With the emergence of consumer psychology and behavior from the end of the previous century to the beginning of this one, western experts have provided several research findings on the audience of consumer behavior. Dhingra et al. (2020) concluded that the impact hierarchy model and the consumer's purchasing behavior evolved via consciousness knowledge, love preference belief, and purchase. Japan's Dentsu Company proposed the AISAS hypothesis of online customer purchasing behavior. The first two stages of the AISAS model to attract attention and generate interest are identical to the first two stages of the AIDMA model. Still, the third stage is actively searching for information, the fourth stage is engaging in purchase behavior, and the fifth stage is sharing the purchase experience.

This theory can better represent consumers' abilities to receive and exchange knowledge in the new media environment than the AIDMA theory. China's consumer behavior research began relatively late. Li et al. (2020) developed a revised model of ISMAS (interest, search, mouth, action, and share) in the mobile Internet era to address the new consumption pattern brought about by the new media environment. He says the marketing paradigm is shifting from AISAS to interest, search, word-of-mouth, action, and sharing. Figure 1 illustrates the conclusion of psychological studies conducted by Büyükdağ (2021) that consumer behavior is inclined to conform to the crowd.

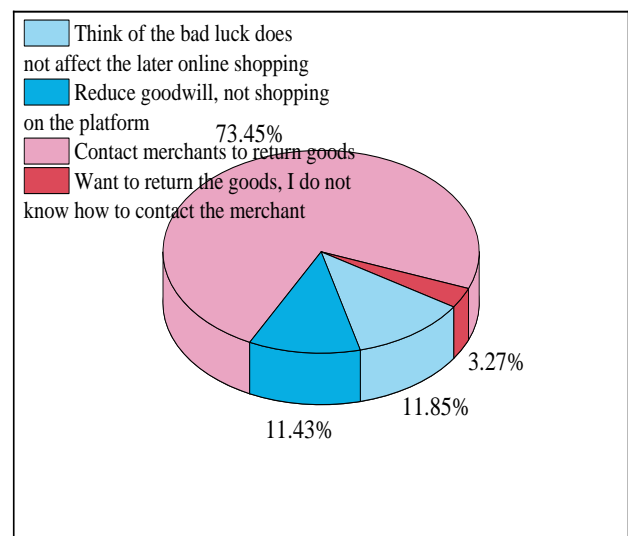


Figure 1. Impact of online shopping

Cheng et al. (2021) indicated that customers' shopping behaviors, information symmetry, and social identity are the primary determinants of their conforming behavior. Other scholars have proposed applicable models in recent years, including reputation and information-based conforming behavior. The interplay between emotion, cognition, and behavior is central to the consumer behavior model. In conclusion, this study focuses on the study of CP and consumer behavior from the perspective of the new media environment and aims to investigate the factors influencing consumers' CP from individual and group characteristics perspectives.

In conclusion, the preceding literature study demonstrates that herd mentality is frequently viewed as a social custom and a moral code observed by the entire social group, referred to as social norms. In light of the above context, the study survey subject is the consumers of a sports brand. Under a Chinese cultural context, the survey data highlight the research on the two elements of consumer face consciousness and CP that influence consumer willingness and the potential regulatory role of variables.

The data connected to this study were chosen after consulting many pertinent domestic and foreign documents. When consumers choose brands of sporting products, they will, to a certain extent, consider the opinions of others or collect information about brands beforehand. When other individuals or groups are present during purchasing, buyers frequently believe that their friends can provide richer experiences or more objective information. As more consumers purchase foreign brands, brand knowledge is relatively easy to access, and the information is more accurate. Moreover, they believe the risk of self-loss is minimal if they choose a brand purchased by others, so they go for a foreign brand. Hence, we provide the following hypotheses:

H1: Under other circumstances, consumers with stronger normative conformity will prefer to buy overseas sports goods brands;

H2: Under other circumstances, consumers with strong information and conformity will prefer to buy overseas sports goods brands.

3. Methodology

3.1 Research object

Based on previous studies and the current development of China's sporting goods industry in the context of China's culture, this research examines the impact of the three variables of consumers' face consciousness, CP, and brand characteristics on consumers' willingness to purchase sporting goods brands, as well as the variables' potential

regulatory role. Build and test the theoretical model of the relationship between consumers' brand preference for sporting goods and multiple factors' willingness to buy, enrich the existing research framework of sporting goods brand purchase, and provide helpful information for better understanding the current consumers' willingness to purchase sporting goods, bolstering national sporting goods brands, and promoting local economic growth. The respondents sampled consumers from a particular district to determine their face consciousness, CP, and readiness to purchase foreign sports goods brands.

3.2 Research methods

This study uses the methods of literature and statistics to analyze the influence of consumer conformity on sports brand purchase intention.

3.3 Literature method

By consulting a vast amount of domestic and international literature, we screened out the relevant materials, mastered the relevant research background, development status, and trends, sought the theoretical basis for this study, identified the gaps in the existing studies, and determined the research focus of this study (Yang et al., 2021). Complement, adapt, and enhance the current theoretical model, and specify and confirm the concepts and relationships underlying the model. On this basis, this study proposes a hypothesis that may be empirically evaluated.

3.4 Mathematical statistics

Mathematical statistics generally refers to a research strategy that employs mathematical statistics to successfully integrate and analyze obtained data and then to investigate the regularity of concepts. The data were examined using the SPSS program. Exploratory factor analysis was performed to assess the reliability and validity of the measurement, while regression analysis and other techniques were employed to examine the questionnaire data (Al-Adwan, Al-Debei, & Dwivedi, 2022).

4. Results and Discussion

Figure 2 depicts the results of a survey of the distribution of annual average expenditures on sporting items. There are relatively many consumers with an average consumption of less than 1000 yuan, accounting for 56.3% of the total survey population; those with an average consumption of 1000 yuan to 3000 yuan, accounting for 28.5% of the total; those with an average consumption of 3000 yuan to 4000 yuan, accounting for 9.9% of the whole; and only 5.3% of the total population with an average consumption of more than 4000 yuan. It is evident from

the overall level that customers purchase sports goods brands annually, albeit in varying quantities, and are free to do so.

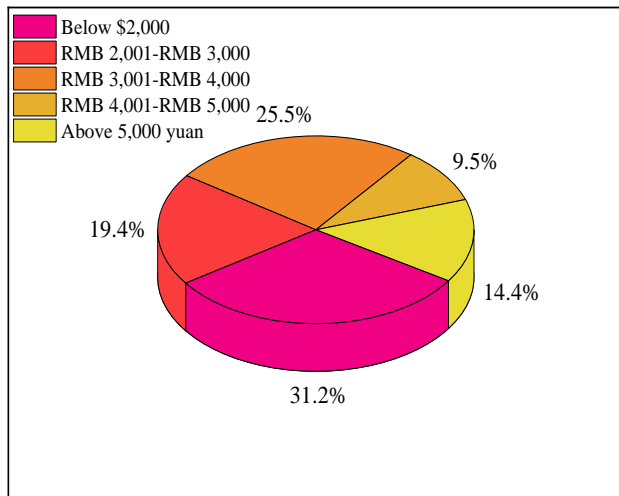


Figure 2. Distribution of average annual brand costs of sporting goods purchased by consumers

Based on the examination of the primary data, we can conclude that as the current economy develops, many young customers choose sports items and acquire buy intents and even actions. The consumption of sporting

goods brands is growing in popularity. In addition, most survey samples selected for this study contain one or more options. The sample selection is consistent with the study's original purpose.

4.1 Correlation analysis

The mentioned structure is determined through the analysis and collation of the obtained data, and the relative problems are raised. Then the average score in the problem is calculated as the required score for the next step of analysis and collation. The steps taken focus more on the relationship under their interaction, which is the study of variables here. In a specific range, the value fluctuates between - 1 and 1, mainly depending on the absolute value. The smaller the value, the smaller the correlation. Yeo, S. made a systematic classification. The specific method is to look at the absolute value, $|r| = 1$, which means definite correlation, $|r| < 0.1$, which means irrelevant. The remaining range is classified as high, medium, and low correlation. The specific ranges are 0.70-0.99, 0.40-0.69, and 0.10-0.39. This study will discuss the correlation between normative conformity, informative conformity, and willingness to buy variables according to this standard. The results are highlighted in Table 1.

Table 1

Correlation Analysis between variables

		Standardize conformity	Information conformity	Purchase intention
normative conformity	Pearson correlation coefficient	1	0.48**	0.53**
	Significance (bilateral)		0.00	0.00
Information conformity	Pearson correlation coefficient	0.48**	1	0.50**
	Significance (bilateral)	0.00		0.00
Purchase intention	Pearson correlation coefficient	0.53**	0.50**	1
	Significance (bilateral)	0.00	0.00	

Note: * indicates $P < 0.05$, ** indicates $P < 0.01$

The "correlation" table gives Pearson's correlation coefficient and analysis test results. There were significant positive correlations between normative conformity and consumers' purchase intention and between informative conformity and consumers' purchase intention ($P < 0.01$).

4.2 Regression analysis

According to Table 2, the VIF is less than 5, indicating that independent variables are not multicollinear. $P < 0.001$ demonstrates that the coefficient standard in the

regression analysis of normative conformance on consumers' propensity to purchase is 0.224, $P < 0.001$. The positive degree of normative CP has a significant positive effect on consumers' propensity to buy foreign brands, confirming hypothesis H1; the standard coefficient of the impact of informational conformity on consumers' purchase intention is 0.187, $P < 0.01$. The degree of favorable informational CP substantially impacts customers' propensity to purchase foreign brands. The H2 hypothesis has been validated.

Table 2

Coefficient results

Model	Nonstandardized coefficient		Standard coefficient	t	Sig.	Collinearity statistics	
	B	Trial version	Trial version			Tolerance	VIF
Normative conformity	0.22	0.06	0.22	3.86	0.00	0.63	1.58
Information conformity	0.20	0.06	0.19	3.30	0.00	0.67	1.50

a. Dependent variable: willingness to buy

4.3 Verification of the regulatory effect of brand quality on normative conformity and purchase intention

The following table is obtained by regression analysis with normative conformity as the independent variable, brand quality as the regulating variable, and purchase intention as the dependent variable. Table 3 shows that in model 1, R2 is 0.29, and the interpretable variation of purchase intention is 28.5%. Normative CP significantly impacts consumers' purchase intention; Model 2 adds brand quality based on model 1. The R2 is 0.30, an increase of

0.017, and the interpretable variation of consumer purchase intention is 30.2%. Brand quality significantly impacts consumer purchase intention; Model 3 adds an interaction item (normative conformity x brand quality) based on model 2. The R2 is 0.33, an increase of 0.027, and the interpretable variation of purchase intention is 32.9%. The interaction item significantly impacts purchase intention (standard coefficient is 0.045, P < 0.001). The results show that brand quality plays a positive regulatory role in the impact of normative CP on consumer purchase intention.

Table 3

Adjustment test of brand quality on normative conformity and purchase intention

Purchase intention	Model 1		Model 2		Model 3	
	Standard coefficient (t)		Standard coefficient (t)		Standard coefficient (t)	
Normative conformity	0.052***	10.21	0.052***	9.96	0.051***	10.10
Brand quality			0.055***	2.47	0.055***	2.84
Interactive item					0.045***	3.25
R2	0.29		0.30		0.33	
AR2	0.29		0.02		0.03	
F	104.22***		56.19***		42.35***	

Note: *, P < 0.05; **, p<0.01;***, p<0.001

4.4 Verification of the moderating effect of brand quality on informative conformity and purchase intention

The following table is derived via regression analysis using informative conformity as the independent variable, brand quality as the controlling variable, and purchase intention as the dependent variable. Table 4 shows R2 for model 1 is 0.25, and the interpretable variation of customer purchase intention is 25.3%. Informational herd mentality substantially benefits consumers' willingness to spend; Model 2 adds brand

quality to Model 1's foundation. R2 is now 0.28, a rise of 0.022. The variation interpretable of customer buying intent is 27.5%. Model 3 adds an interaction item (informative conformity x brand quality) based on model 2. Brand quality has a substantial positive impact on customer purchase intention. The R2 is 0.31, up 0.033, and the interpretable variation of purchasing intent is 30.8%. The interaction variable has a statistically significant positive influence on purchase intent (coefficient standard = 0.18, P < 0.001). The results indicate that brand quality has a positive regulatory effect on the effect of CP on customers' purchasing intent.

Table 4

Adjustment test of brand quality on informative conformity and purchase intention

Purchase intention	Model 1		Model 2		Model 3	
	Standard coefficient (t)		Standard coefficient (t)		Standard coefficient (t)	
Informative conformity	0.503***	9.41	0.49***	9.26	0.49***	9.35
Brand quality			0.15***	2.78	0.15***	2.91
Interactive item					0.18***	3.52
R2	0.25		0.28		0.31	
AR2	0.25		0.02		0.03	
F	88.48***		49.24***		38.39***	

Note: *, P < 0.05; **, p<0.01;***, p<0.001

4.5 E-commerce development countermeasures

Everything has a dual aspect. The psychological elements of consumers both constrain and stimulate the development of electronic commerce (EC). Even though particular consumer psychological factors present difficulties for EC merchants, they will invariably inspire merchants to innovate their business thinking, make breakthroughs in business strategies, methods, and technologies, and eventually develop a mature EC operation mechanism (Wang, 2020). As the primary participants in EC activities, merchants must fully comprehend the features of the Internet, take advantage of the Internet's advantages, subdivide the target market according to the particular demands of consumer groups, and offer individualized, tailored services to consumers.

In a market that is becoming increasingly competitive, consumers will only recognize merchants if the consumer services they offer are tailored to their specific demands. Concurrently, building a workable framework for price modification and negotiation is vital. On the one hand, merchants can adjust the price of goods and services based on inventory, season, market demand, and sales strategy to attract more potential consumers; on the other hand, merchants and consumers can negotiate prices to increase consumption and accommodate consumers' bargaining psychology. As the supervisor of EC activities and the protector of consumer rights and interests, government departments should understand the development frontier of EC technology, guide the innovation direction of EC activities, predict various behaviors brought about by EC activities that need to be standardized and adjusted, and formulate and update various laws and regulations regulating EC activities promptly (Moon, Han, & Seo, 2020).

We can only guide the healthy development of EC activities, protect the legitimate rights and interests of consumers while standardizing and activating the EC market, further eliminate consumers' concerns about the risks of EC activities, and make the entire EC market more dynamic when there are laws and regulations to follow. As a commodity distribution and logistics industry that has achieved rapid development by capitalizing on EC activities, it is necessary to practice its internal strength in a down-to-earth manner, constantly promoting the standardization, modernization, conscientization, and standardization of the industry while continually expanding its development, meeting the needs of merchants and consumers with efficient and high-quality distribution and logistics services, and providing consumers and merchants with efficient and high-quality distribution and logistics services. By encouraging the

expansion of European Community (EC) activities and satisfying consumer demand for distribution and logistics services, we will steadily increase our market share to achieve rapid growth in the logistics industry. Being a new business activity model, EC differs from the classic business activity model in several ways. How to investigate the psychology of consumers participating in EC activities to achieve innovation in EC activities is a topic that requires further research and discussion.

4.6 Research on conformity psychology

Research has established that consumer CP has a favorable and significant impact on consumers' readiness to purchase sports goods brands; therefore, companies can get consumers' recognition by enhancing their publicity to accommodate consumers' brand information collecting and better marketing. When a sporting goods brand enters the market, it must first comprehend the cultural context and customer perception of the market and its brand. When consumers' opinion of a brand's image is low, the brand must combat it, such as lowering its price or enhancing its service and quality, to overcome the poor origin impact (Liu, 2021). Suppose the perception of the site of origin is more favorable. In that case, the brand will be able to market fiercely, emphasize the original brand's strengths, increase consumers' evaluations, and get psychological recognition from the crowd. In other words, the brand can improve consumers' perceptions of the brand through reasonable integration to increase consumers' propensity to purchase and translate it into purchasing behavior.

Face and CP play a significant role in the disparity in consumers' purchase intentions caused by national and cultural differences, which is a significant problem for sporting goods brands that want to attain a certain level of success and win the favor of consumers in the modern era of globalization. Consumer acceptance of a brand depends on numerous elements. The service quality of the brand itself is one factor. Also, the brand should be evaluated based on consumer psychology. In the presence of multiple brands, the purchasing propensity is affected not only by the brand's quality and popularity but also by issues of appearance and conformity. This research investigates the complete condition of the abovementioned aspects to identify its issues and comprehend consumer psychology. This study selects consumer face consciousness and CP as the primary research variables and brand features as the adjustment variables. This study conducted an analytical expansion study on the consumer's willingness to buy at the level of consumer's facial consciousness and CP, as well as a study on the consumer's willingness to buy under the influence of brand characteristics, to obtain a more

comprehensive impact of sports brand consumers' willingness to purchase overseas sports brands.

5. Conclusion

The EC network platform offers sports consumers a new consumption channel and a personalized, engaging, and convenient way to connect. Many sports goods marketing organizations are establishing online sales platforms to increase consumption following the features of consumer demand in the network era. Consumers' buying habits: As the online sports industry continues to expand, the customer service provider will be enhanced. To ensure the safety of sports customers, there is still a need for continual innovation regarding new product design and enhancement of the online consumer market to broaden the scope of development for EC online transactions.

In data processing on the influence of CP on consumers' purchase intention, it can be determined that if more people praise overseas sporting goods brands, consumers with strong CP will choose the brand of sporting goods. If more consumers choose to purchase the overseas sporting goods brand, consumers with strong CP will demonstrate gregarious or harmonious interpersonal relationships and choose the brand. The study of CP reveals that brand quality is also a significant adjustment factor. Acquiring additional brand knowledge in social and other contexts affects the brand. According to the study of data adjustment, when the quality of foreign brands of athletic goods is higher, that is, when the brand can be used for a longer period, consumer brand information is also more positive. Those with a high information CP are more likely to pick foreign brands of sporting items. The greater the quality of the sporting goods brand, i.e., the greater the number of customers who choose to purchase the brand. The easier for consumers with solid normative conformity to choose the brand, the greater its market share.

Everything has both advantages and cons. Although the online purchasing of sporting goods offers consumers convenience, there are also certain disadvantages. Some sports products are tough to guarantee because buyers are more interested in the goods than in the ability to touch them. Perhaps it will produce misunderstanding, as a result of which some enterprises are shoddy and the quality of their products is in stark contrast to the promotion; This situation stems from the virtual network and the lack of credibility of enterprises; as a result, consumers will be exposed to a range of information and a significant number of advertisements. Next, consumers may alter their purchasing motives. The conventional consumption model also encourages individuals to purchase in malls to

experience the performance and quality of sporting products; Many are also concerned about the security dangers of internet purchases. The theft of bank accounts and passwords has occurred often in recent years, influencing the mentality of online shoppers. Hence, network Usage is a two-edged sword. Consumption requires that individuals comprehend the purchasing scale, execute the internet shopping process effectively, and increase their Safety consciousness. Before making a purchase, verify the sales company's legitimacy by confirming its industrial and commercial registration and the product's reputation among netizens so that numerous issues may be efficiently avoided.

The contribution of brand quality to the influence of CP on consumers' purchasing intentions is favorable. When there is a company from others or groups in the consuming environment, consumers with normative solid CP tend to prefer foreign sporting goods brands to demonstrate sociability or pleasant interpersonal interactions—consumers' eagerness towards consumption. Following China's successful candidacy for the Olympic Games in Beijing, the growth of sports EC has been re-encouraged. Manufacturers and marketers of sports products have recognized this possibility and begun to govern and administer their websites and sports goods sales websites carefully. The offerings became more varied, and the content began to improve. In addition to introducing the product with a greater focus on luring customers, the pricing was also more reasonable. It satisfies the consumer-accepted requirements. Sports product operators can connect with customers in real-time to comprehend their wants at all times. In addition, consumers can provide feedback on the use of items, encourage the enhancement of products, and create a shopping mode virtuous circle. Many websites, such as JD.com, Taobao Mall, and Fanke, have been established, giving consumers more purchasing options. Moreover, selectivity has altered people's traditional purchase mindset, propelling EC into its peak phase.

6. Implications

This research has expanded knowledge by discussing many facets of consumer purchasing. Indeed, consumers' purchasing can be increased when they are driven to buy the products. This study stressed that consumer psychology substantially impacts their purchasing power. Those consumers who are less driven to purchase must collaborate to improve their learning. Yet, the study has added to the knowledge that customers' selective purchasing is of primary importance and must be

reinforced to motivate them to make a final purchase.

It is vital to analyze the practical consequences of this research because the study indicates that marketers and EC brands must try to deliver more value to consumers. When motivated to achieve better outcomes, consumers can reliably improve their job behavior. In addition, the study demonstrated that marketers must comprehend customer psychology. Brands must focus on consumers with positive psychology who are more motivated to obtain the best benefits from using their products. Negative psychology makes consumers less motivated to purchase. Thus, brand management is necessary to try to improve the consumer experience.

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7. Future Directions

Because there was a void in the existing literature, the findings of this study have contributed significantly to the advancement of knowledge and scholarly discourse. Yet, the ramifications of this research must be enhanced over time. The investigations are required to construct a comprehensive model for consumer purchasing behavior concerning the consumer's purchasing power. Yet, research is needed to examine the moderating effect of perceived cost on customer consumption and purchase. In this approach, the literature would be expanded, and new reliable implications would be added to the body of knowledge.

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