



## Research on the Impact of Consumer price perception and Family Environment on Purchase Intention

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### Abstract

With the accelerating pace of life, the shopping decisions of the young generation consumers in the process of shopping are also decreasing day by day. When the first feeling of commodity perception and environment to consumers is more reasonable, the impulse of buying behavior is usually formed. In this paper, a conceptual model based on the relationship between consumer's perceived value and the relationship between consumer's purchase environment and consumer's purchase intention is established, and its operation mechanism is studied in-depth to provide a theoretical basis for the follow-up research in China. This study infers consumers' purchase decision-making psychology, understands the influence of different dimensions and degrees of consumers' perception of purchase intention and purchase environment, and enables enterprises to understand that consumers' perception and purchase environment are indispensable in product sales. We should make an effective marketing plan according to the cognitive factors purchase environment to help enterprises improve customer satisfaction and consumer confidence so that products can leave a good impression on consumers and provide them with a better purchase environment to avoid the risk of consumers not buying and spreading adverse product reputation.

**Keywords:** Price perception, family environment, purchase intention, impulse consumption

### 1. Introduction

Young people grew up in the digital era of the rapid development of the Internet, and their consumption concept keeps up with the trend of the times. Under the background of high-quality material life, they formed their own consumption habits early after 00 and are willing to pay for their own interests. Because they contacted smartphones early after 00, their ability in resource acquisition and utilization is outstanding. They are called video entertainment and information applications. It dominates the user market in the first line cities after 00, and entertainment consumerism prevails after 00, showing an obvious tendency of early consumption in consumption. Because most of the young people after 00 are in the university stage, they have more time and energy to search and wait for the goods they like to buy at a lower price when their disposable money is limited. In the network environment of highly transparent information, they will spend energy comparing prices from various channels and platforms. Commodity price reduction will seriously stimulate their shopping desire. For example, the popular promotion of Taobao's live broadcast, which purchases positive price goods at a lower discount in the live broadcast room, and limits the time limit, has stimulated the explosive growth of orders, which shows that young people's consumption behavior is greatly affected by price perception. Based on the consumption characteristics of the Post-00 youth generation, this paper mainly analyzes the relationship between price perception, family environment, and purchase intention, and studies the purchase intention motivation of the Post-00 youth generation under impulse consumption.

### 2. Objectives

The purpose of this paper is to find out the price concept of consumers in shopping and the influence of family environment on consumers' willingness to buy and also to analyze the influence of different price concepts and family environment on consumers' willingness to buy. At the same time, the strategy of establishing an e-commerce enterprise community provides references and suggestions. This paper reviews and discusses the literature based on the relevant theories of consumer price perception,

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family environment, purchase intention, and consumer decision-making, sort out the relationship between the variables summarized by the predecessors.

### 3. Materials and Methods

#### 3.1 Literature review

Zeithaml (2008) “Starting from the heart of consumers, explain in detail and summarize the definition of price perception: when purchasing goods, consumers will compare the goods they buy with the services they feel during the purchase, give a summary evaluation of the goods purchased and the services enjoyed. He thought no matter what kind of enterprise, we should put consumers in the first place, and establish a price advantage for consumers. Consumers decide the price they can afford, on the other hand, enterprises need to provide consumers with corresponding services and corresponding goods, consumers compare according to the services they feel or the goods they receive., therefore, the decision-making power of the price borne by the consumer is no longer the enterprise. It lies in the feelings of the consumers themselves. For this reason, the price borne by consumers is actually a kind of consumer perception of price. He understood and summarized consumers' price perception from the following four aspects. (1) Pay attention to the role of price in consumers' price perception;(2) Pay attention to the decisive role of consumers' perceived interests in price perception; (3) Pay attention to the comparison of the advantages and disadvantages between the perceived benefit and the actual price; (4) The price of the consumer that is paid and harvested by the consumer. After expounding the price of consumers, Zeithaml believed that consumers' price perception would vary from person to person, be unique, and will change with time. Different people have different perceptions of the price of the same product. Over time, consumers' perception of the price of the same commodity is also different, consumers' price perception of goods mainly comes from the comparison between the goods themselves and the costs paid, and mainly comes from the impact of consumption activities caused by subjective price perception”. (Chen & Chen, 2011) “In fact, perceived price is the embodiment of monetary cost perceived by customers.” Xiucheng Fan & Haicheng Luo (2017). “Redefine consumers' perceived price, merchants' visual awareness, and specific price perception of products or services to consumers' subjective consciousness. It is a redefinition of consumer price perception, and then he also summarized consumer perception into five points: subjectivity, comparison, hierarchy, variability, and multidimensionality”. Marketing master Philip Kotler (Kotler, 2001), “Once proposed through promotion, consumers not only need to make purchase decisions in the context of a sales promotion but also need to change consumers' perception of the brand in order to achieve better results, sales performance, and communication results.” Jun Han (2016) “Empirical research shows that consumers are highly sensitive to the price discounts offered by merchants. The greater the discount, the greater the willingness to buy”. Minru Yang (2017) “The results show that perceived benefits will directly or indirectly affect purchase intention. The perceived risk will also directly or indirectly affect consumers' willingness to buy and points out that if consumers' price perception is higher, then they will have a stronger willingness to buy” Liu (2016). “The research shows that, for the online shopping platform, consumers' price perception is greater. Impulse buying is even more intense”.

#### 3.2 Research objects

The main reason for choosing the post-2000 generation instead of the post-90s generation is that the post-90s generation has entered the job, has a stable source of income, and the willingness to consume is less affected by the family environment. The post-00s generation is currently at the stage of college students and does not take part in work. It mainly depends on the living expenses given by the family, so the shopping intention of the post-00s group is greatly influenced by the family environment and price perception. Given the large amount of data collected, appropriate statistical analysis methods are adopted to analyze and process the data, extract and summarize the useful data information, and conduct detailed research and summary of the data. It is also a process of supporting the quality management system. In practical application, the results of data analysis are helpful for people to make correct judgments and take



corresponding actions. According to the need of the theory, this paper boldly puts forward the hypothesis, processes the data with the SPSS software, and draws the conclusion with the reasonable hypothesis.

The main research object of this paper is the young people after 2000 with discretionary funds. Most of them depend on foreigners for their economy, but they have sufficient control over the money they have, how much they spend, how much they spend, whether they have impulsive factors, and others (Table 1).

**Table 1** Object selection

Characteristics	Options	Frequency	Percentage (%)
Gender	Male	226	52.436
	Female	205	47.564
Ages	Under the age of 15	88	20.418
	15 ~ 18 years old	118	27.378
	18 ~ 22 years old	158	36.659
	Over 22 years old	67	15.545
Educational level	Below junior high school	103	23.898
	Senior high school and technical secondary school	183	42.459
	Universities and colleges	145	33.643

### 3.3 Research hypothesis

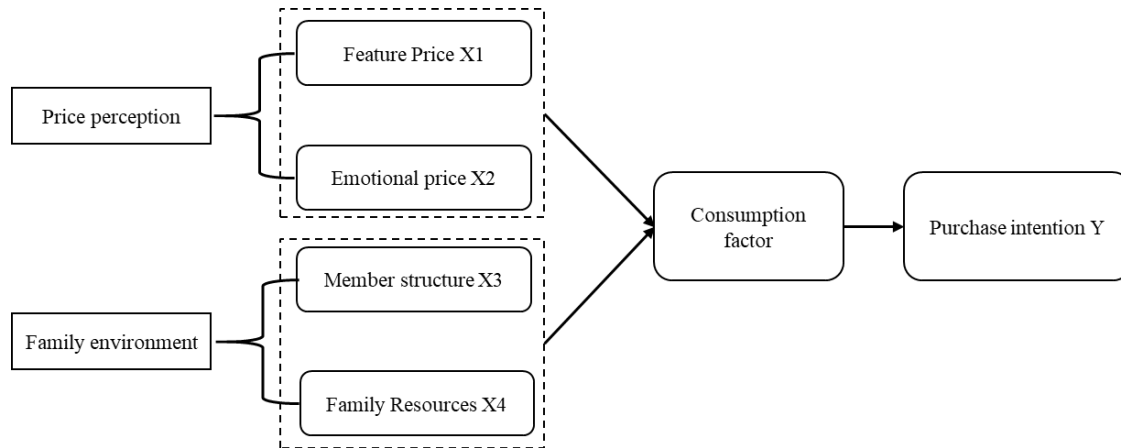
In the online shopping environment, because consumers do not have direct access to the product, consumers usually cannot get enough internal product clues to judge the quality of the product. Therefore, consumers will rely more on product price perception and family environment to judge the quality of products and make purchase decisions. In the process of online shopping, consumers' price concept and family environment will have a far-reaching impact on consumers' willingness to buy.

This paper analyzes the influencing factors of consumer emotion from the two dimensions of consumer price perception and family environment. Consumer price perception can be divided into two prerequisite variables, such as functional price and emotional price. The family environment can be divided into two antecedent variables: member structure and family resources. Use the above variables to study their effects on consumers' willingness to buy. With the support of relevant theoretical and practical research on consumer price perception, family environment, purchase intention, and consumer decision-making, this paper establishes a theoretical hypothesis model of the factors that affect consumers' willingness to buy.

Through the previous correlation analysis, it has been known that there is a significant correlation between functional price, emotional price, member structure, family resources, and purchase intention. Write it down as  $X_1$  percent  $X_4$ , and it is an independent variable, purchase intention is a dependent variable, marked as  $Y$ , perform regression analysis. The purchase intention is selected as the explained variable, which is recorded as  $Y$ , respectively. The variables in the above table are used as explanatory variables, and the selected equation is in the form of a multivariate linear regression equation, which is set as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + v$$

Among them,  $Y^*$  is the influence value on consumers' purchase intention calculated by  $X$  of all independent variables.,  $\beta_0, \beta_1 \sim \beta_4$  are regression coefficients, which can also be called partial regression coefficients corresponding to different variables of price perception and family environment, whereas  $v$  is a random error term (Figure 1).



**Figure 1** Theoretical model

Through the variable design of functional price, emotional price, member structure, family resources, and other variables, a questionnaire survey is conducted through various channels, information research is carried out, and information is obtained. The product was analyzed comprehensively by the quantitative analysis method. First of all, the factors affecting consumer shopping are determined by linear regression, the influencing factors are independent variables, and various attributes are dependent variables. After setting the goal, conduct data collection, then collect the various variables that we think are useful, and establish a broad table (Table 2) to understand the impact of influencing factor modeling on purchase intention. Questionnaire distribution and collection; a total of 500 questionnaires were sent out, and 452 were collected, of which 431 were valid and 21 were invalid).

**Table 2** Consumer willingness to shop

Dimension	Metric entry
Price perception	The influence of price perception on consumers' purchase intention The price of consumer function has a positive effect on purchase intention. Consumers' emotional price has a positive effect on their purchase intention
home environment	The family environment has an influence on consumers' purchase intention. Member structure has an influence on purchase intention. The influence of family resources on purchase intention

#### 4. Results and Discussion

Because the main research object of this paper is the young people who have strong desire and fanaticism, the linear regression analysis method is used to analyze the relationship between the relevant factors that affect the purchase intention, to determine the impact of different factors on the purchase intention of consumers.

##### 4.1 Correlation analysis between consumer price perception and consumer willingness

(1) trust level analysis: dividing the dimensions of consumer price perception into functional prices and two dimensions of emotional price, and listing two items in each dimension (Table 3). The Cronbach's Alpha of the scale is 0.887 and 0.883, which have reached an acceptable level. The overall reliability of the questionnaire data on consumer price perception established in this paper is better and passes the test.

**Table 3** Reliability test results of consumer price perception



Dimension	Item	The average value of the scale for which the item has been deleted	Scale variance of deleted items	Corrected item total correlation	The Cronbach's Alpha value of the deleted item	Cronbach's Alpha
Function price	Function price1	4.06	1.324	0.804	-	0.887
	Function price2	4.23	1.029	0.804	-	
Emotional price	Emotional price1	3.77	1.377	0.795	-	0.883
	Emotional price2	3.97	1.104	0.795	-	

(2) Validity analysis is a method to measure the validity of scales and the effectiveness of measuring factors. The results of the validity analysis can reflect the pros and cons of the survey results. For factor analysis, structural validity analysis using KMO values and Bartlett's sphericity test were adopted. Kaiser clearly states the following criteria in its standards: KMO > 0.9 validity as very good, KMO > 0.8 validity as good, KMO > 0.7 as Medium, KMO > 0.6 as validity, KMO > 0.5 as validity barely meets the requirements, and KMO < 0.5 as validity does not meet the standard. When performing a Bartlett sphere test, the significance probability in the result must be less than or equal to 0.05 to represent that the original variable has a certain correlation. Concerning the validation of consumer price perception (Table 4), a common factor reflects scale structure. The total variance that the common factor can explain is 92.57%, and above 50%. The common degrees of the items in the two dimensions of functional price and emotional price are 0.898, 0.911, 0.899, and 0.898. Greater commonality indicates a greater proportion of the common factor that can explain variance. It can be seen that the indicators of factor analysis reach the ideal level and the scale validity of the data.

**Table 4** Results of consumer price perceived validity analysis

Dimension	Factor load		Common degree
	1	2	
Function price1	0.895		0.898
Function price2	0.926		0.911
Emotional price 1		0.904	0.899
Emotional price 2		0.908	0.898
Eigenvalue	1.965	1.847	0.898
Cumulative explanatory variance (%)			92.57
KMO $\square$			0.617
Sphericity Test of Bartlett			3995.290
Degree of freedom			28

(3) Correlation analysis: person correlation test, correlation test of functional price, emotional price, and consumer purchase intention. Table 5 shows the correlation between two sets of price variables and consumer willingness to spend. These two price variables have a positive impact on consumers' willingness to consume at the same time, which shows that under the same external conditions, the Pearson correlation coefficient of the functional price and emotional price of the product and the willingness to buy are 0.295 and 0.382, respectively. These coefficients have passed the significance test with a significance level of 5%. Both show an upward trend, which represents that the price factor will directly promote



consumers' willingness to buy. Besides, the correlation coefficient between the two independent variables is not greater than 0.5, which indicates that the variables in this study are, to some extent, non-collinear.

**Table 5** Table of perceived correlation coefficient of consumer price

Variable	Mean value	Standard deviation	1	2	3
Function price	4.141	1.0281	1		
Emotional price	3.869	1.0537	0.440**	1	
Purchase intention	3.86	1.139	0.295**	0.382**	1

\*\* : At 0.01 level (double tail), the correlation was significant.

#### 4.2 Correlation analysis of household environment on consumer purchase intention

(1) Reliability analysis: dividing the dimensions of the family environment into two dimensions of member structure and family resources and listing two items in each dimension (Table 6). The Cronbach's Alpha scales are 0.912 and 0.979. All of them reached an acceptable level, indicating that the overall reliability of the questionnaire data of the consumer's family environment established in this paper was good and passed the test.

**Table 6** Test results of the reliability of the family environment

Dimension	Item	The average value of the scale for which the item has been deleted	Scale variance of deleted items	Corrected item total correlation	Dimension	Item
Member structure	Member structure1	3.85	1.459	0.839	-	0.912
	Member structure2	3.68	1.562	0.839	-	
Family resources	Family resources1	2.69	1.916	0.959	-	0.979
	Family resources2	2.74	2.003	0.959	-	

(2) Validity analysis: using the natural environment, social environment, and family environment as variables to do factor analysis to extract the scale structure (Table7). KMO value of sampling suitability is 0.617, which is greater than the acceptable level of 0.5. Bartlett's spherical test value is 3995.29 (28 degrees of freedom), showing that it is appropriate to perform factor analysis on the items to extract the scale structure. At the same time, the common degrees of household environmental variable factors are 0.919, 0.922, 0.980, and 0.979. Both are greater than the minimum acceptable level of 0.5. Overall, the validity of the family environment structure is acceptable.

**Table 7** Validity analysis of the family environment

Dimension	Factor load		Common degree	Dimension
	1	2		
Member structure1	0.923			0.919
Member structure2	0.938			0.922
Family resources1			0.985	0.980
Family resources2			0.983	0.979
Eigenvalue	1.799		1.795	
Cumulative explanatory variance (%)				92.57%
KMO				0.617
Sphericity Test of Bartlett				3995.290

[1922]



Degree of freedom	28
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(3) Table 8 correlation analysis: when consumers have a certain understanding of the price of goods, membership structure, and family resources are more convenient for consumers. Also, the correlation coefficient between the two independent variables is not greater than 0.5, which indicates that the variables in this study are, to some extent, non-collinear.

**Table 8** Family environment correlation coefficient

Variable	Mean value	Standard deviation	1	2	3
Member structure 1	3.766	1.1784	1		3.766
Family Resources 1	2.714	1.3854	0.052	1	
Purchase intention	3.86	1.139	0.336**	0.188**	1

\*\* . At 0.01 level (double tail), the correlation was significant.

#### 4.3 Linear regression analysis based on online shopping

The four independent variables (X1~X4) of consumer price perception and family environment are analyzed by regression analysis, and the following results are obtained.

The R<sup>2</sup> of the model is 0.211, and the adjusted R<sup>2</sup> is 0.206. It shows that the regression equation can explain 20.6% of the total variation, and the fitting degree of the model is general. Whether there is autocorrelation in the residual term in regression analysis is through Durbin – Watson (D-W Test statistics). For inspection, the range of Durbin – Watson test statistics is between 0 and 4. The first-order positive correlation of residual error when Durbin – Watson is close to zero. The first-order negative correlation of residual error when Durbin – Watson approaches 4. When the residual error is independent, Durbin – Watson is close to 2. From Table 9, the value of Durbin-Watson is 1.738, which is also close to 2, showing that the residual is independent.

**Table 9** Model summary

Model	R	R side	Adjust R side	Error of standard estimation	Durbin-Watson
1	0.459a	0.211	0.206	1.015	1.738

In the regression model F=41.7421, the significance level F of the test is 0.000, Independent variables are linearly related to dependent variables.(Table10)

**Table 10 ANOVA<sup>a</sup>**

Model	Sum of squares	df	Mean square	F	Sig.
1	Regression	172.029	4	43.007	41.742
	Residual error	644.975	626	1.030	
	Total	817.005	630		

a. Dependent variable: willingness to buy

b. Predictive variables: (constant), household resources 1, member structure 1, functional price 1, emotional price 1

Mainly about model construction and offline regression analysis (Table 11). It is found that in the process of online shopping, consumers will be affected by many factors such as price perception and family environment, reducing the perception of shopping risk, and making purchase decisions. The model analyzes the influencing factors of consumer sentiment from two dimensions of consumer price perception and family environment.

**Table 11** Consumer price perception and home environment regression coefficient

Model		Non- standardized coefficient	Standard coefficient t	t	Sig.	Collinear statistics	
		B	Standard error			Beta	Tolerance
1	(constant)	1.413	0.201				
	Function price	0.106	0.045	0.096	2.345	0.019	0.755 1.325
	Emotional price	0.260	0.045	0.241	5.821	0.000	0.737 1.357
	Member structure	0.197	0.038	0.204	5.154	0.000	0.809 1.237
	Family resources	0.097	0.030	0.117	3.232	0.001	0.955 1.047

Test for multicollinearity of variables that may exist in the model. Multicollinearity refers to the fact that the explanatory variables in a linear regression model are distorted or difficult to estimate accurately due to the existence of precise or highly correlated relationships. We learned from SPSS analysis that the maximum value of all variance expansion factors VIF (Variance Inflation) is 1.357, which meets a standard of 0 ~ 10.

Functional price non-standardized coefficient 0.106, standard error 0.045, normalization factor 0.096, t value 2.345, and the significance is 0.019, which is less than 0.05, meaning that the functional price has a positive and significant impact on consumers' willingness to buy. Emotional price non-standardized coefficient 0.26, standard error 0.045, normalization factor 0.241, t value 5.821, and the significance is less than 0.05; that is, the emotional price has a positive effect on promoting consumer spending. Member structure non-standardized coefficient 0.197, standard error 0.038, normalization coefficient 0.204, t value 5.154, significantly less than 0.05, that is, the membership structure has a positive and significant impact on consumer willingness to buy. The error is 0.097, standard error 0.03, normalization coefficient 0.117, t value 3.232, the significance is 0.01, which is less than 0.05, meaning that household resources have a positive effect on promoting consumer spending.

Therefore, the multiple regression equations between functional price, emotional price, member structure, family resources, and purchase willingness can be summarized as:

$$Y=1.413+0.106*X_1+0.260*X_2+0.197*X_3+0.097*X_4+0.201$$

The regression equation shows that subject to other conditions, each increase in functional price increases the willingness to buy by 0.106 units, each increase in a unit of emotional price increases purchase willingness by 0.260 units, each increase in member structure increases willingness to buy by 0.197 units. Also, for every unit of family resources, a willingness to buy is increased by 0.097 units, and the error is 0.201.

Consumer price perception can be divided into two prerequisite variables, such as functional price and emotional price. The family environment can be divided into two antecedents: member structure and family resources. Using the above variables to study their influence on consumers' purchase intention. Based on the theoretical and practical research of consumer price perception, family environment, purchase intention, and consumer decision-making, this paper establishes a theoretical model of the factors affecting consumer purchase intention. Based on the analysis of the influence framework of consumer price perception and family environment on purchase intention, this paper introduces the variables of consumer factors. It establishes a conceptual model of the influence of price perception and family environment on purchase intention. Through the correlation analysis of consumer price perception on consumers' purchase intention, the correlation analysis of family environment on consumers' purchase intention, and the linear regression analysis based on online shopping, it is found that there is a positive correlation among functional price, emotional price, member structure, family resources, and purchase intention.





## 5. Conclusion

### 5.1 Conclusion and suggestion

Based on the above regression analysis, we can conclude the three dimensions of price perception that the price of improving emotional price and functional price can effectively improve the consumer's willingness to consume. Therefore, in the previous assumptions, H1a, H1B, and H1C are assumed to be true. Also, from the different coefficients of these two factors, we can see that the most important factor affecting customer satisfaction is the emotional price, followed by functional price. Given the greatest impact of emotional prices, businesses or enterprises can improve consumers' willingness to shop by cultivating their own consumer groups, increasing communication between customers and between customers and businesses, and irregular price concessions. According to the theory of management, individual's behavior and thought are often influenced by the group in their environment, which is the so-called "herd" mentality. Therefore, cultivating their own consumer groups and improving the communication and emotional connection between customers and between customers and businesses through emotional price can bring extra social satisfaction to customers, which drives customers the basis of consumer behavior. On the other hand, enhancing the functional price of goods can also improve customer satisfaction. When customers purchase goods, the first consideration is the difference between the actual value brought by the goods and the expected value in the customers' minds. When the difference can be accepted in the customers' minds, it will bring good commodity experience to customers, which means that the value brought by the goods to customers will be further improved, which directly improves the satisfaction of commodities and merchants in the hearts of consumers. Besides, the appearance effect of goods is also an important factor that affects customers' perception of the value of goods. Good packaging, appearance design, and audio-visual effect of goods can directly enhance consumers' willingness to consume and promote consumers to produce consumption behavior.

From the results of regression analysis, it can be concluded that in the dimension of consumer price perception, the price of goods in function, emotion, and other aspects has a positive role in promoting consumer willingness. Also, considering the current situation of domestic and foreign sales markets, the impact of these two prices on consumers is completely consistent with that mentioned above, and the emotional price of goods has the greatest impact because, in today's consumer market, customers often pay attention to their own consumption experience rather than the object of consumption. Therefore, the consumption provided by the merchants in the emotional price of today's goods, service experience and staff quality are increasingly important. Nevertheless, the emotional price of goods has the most significant impact on consumers' purchase intention.

From the relationship between family environment and consumers' purchase intention, it can be found that in terms of family environment, in addition to the research results of most scholars, the family environment has a high correlation with consumers' purchase intention, the former has a significant positive impact on the latter, so the hypothesis H2 proposed above can be established. According to the previous analysis, among the many investments that affect consumers' willingness to consume, the family environment is a kind of intermediary part that influences all aspects. We have confirmed this conclusion through the results of the regression analysis. The influence of both functional price and emotional price on consumers' willingness to buy needs the intermediary mechanism of family environment to have an effect. Therefore, in this commodity's Family environment also plays an intermediary role between functional price, emotional price, and consumers' purchase intention. On the other hand, to some extent, the mediating role of the family environment also exists in the influence of emotional price on consumers' purchase intention. Moreover, the effect of the family environment on consumers' purchase intention is positive, which shows that customers' purchase intention can be improved by accumulating their satisfaction with goods or services. In contrast, different family environments are the basis for customers' consumption inclination in some aspects, which is mainly reflected in consumers' consumption attitude and behavior loyalty to a certain commodity.



### 5.2 Starting from multiple angles

Many reasons affect consumers' willingness to buy. This paper selects the impact of price perception and family environment on consumers, and there are many actual influencing factors, such as social influence, perceptual behavior control. Due to the limitations of time, environment, and other factors, this paper only selects a few factors to study. In the follow-up research, we can expand the research model from other angles in order to conduct a more extensive study on the factors that affect the purchase intention of the post-00 generation.

### 5.3 Expand the scope of research

In this study, there are limitations in the distribution of the questionnaire. The lack of randomness of the sampling may cause a certain deviation in the sample. Furthermore, this paper mainly aimed at young consumers born after 2000. With this specific target, there could be a lack of representativeness. As a result, the conclusion of this paper has some limitations. It is suggested that the scope of the study should be expanded in the follow-up research so that the research conclusions can be widely used.

## 6. Acknowledgments

Time is like an arrow, and the sun and the moon are like a shuttle. The study at the postgraduate level will end. I sincerely thank the mentor Associate Professor Jiangbo Zheng for his hard work and training. The little progress that he has made in the past two and a half years has condensed the enthusiastic concern of the mentor. Mr. Zheng Jiangbo's advanced academic consciousness, deep insight, rigorous academic attitude, and unrelenting scientific research spirit are examples of my lifelong learning. Mr. Jiangbo Zheng cares for his students and is a gentle man. He is a wise man full of life wisdom. His professional attitude towards work, his tireless pursuit of academics, and his noble personality charm deeply infected me.

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