

CONSUMERS' BEHAVIOR OF XIAO YI PEOPLE AFFECTING DECISION-MAKING FOR INTELLIGENT TOILET BUYING IN THE PEOPLE'S REPUBLIC OF CHINA

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บทคัดย่อ

(1)
เพื่อศึกษาลักษณะทางประชากรของผู้บริโภคที่ซื้อห้องน้ำอัจฉริยะในเมืองเสี่ยวอี้
สาธารณรัฐประชาชนจีน (2) เพื่อศึกษาอิทธิพลของ การรวมกันทางการตลาด 4Ps
ต่อพฤติกรรมการซื้อของผู้บริโภคห้องน้ำอัจฉริยะในเมือง Xiaoyi
สาธารณรัฐประชาชนจีน(3) ศึกษาทิศทางการพัฒนาของอิทธิพลของทฤษฎี TAM ต่อ
พฤติกรรมการซื้อของผู้บริโภคห้องน้ำอัจฉริยะในเมือง Xiaoyi ของสาธารณรัฐประชาชนจีน

แบบจำลองการวิจัยคือการวิจัยเชิงปริมาณ ประชากรเป็นคนที่อยู่ในเมืองเสี่ยวอี้ กลุ่มตัวอย่างมี
จำนวน 405 คน ใช้วิธีการสุ่มเฉพาะ ใช้แบบสอบถามเป็นเครื่องมือในการรวบรวมข้อมูล สถิติ
ที่ใช้ในการวิเคราะห์ คือเปอร์เซ็นต์ ค่าเฉลี่ย ค่าเบี่ยงเบนมาตรฐาน

การค้นพบที่สำคัญ: (1)
ศึกษาลักษณะทางประชากรของผู้บริโภคที่ซื้อห้องน้ำอัจฉริยะใน เมือง Yicheng
ของสาธารณรัฐประชาชนจีน ข้อมูลพื้นฐานเกี่ยวกับผู้บริโภคเช่นเพศอายุอาชีพ
รายได้และระดับการศึกษามีผลกระทบต่อทางเลือกการบริโภคของพวกเขา สิ่งนี้
ช่วยให้ฉันทำการแบ่งส่วนตลาดเป้
าหมายที่มีรายละเอียดมากขึ้นเมื่อกำหนดกลยุทธ์ การตลาดซึ่ง เป้
นพื้นฐานทางทฤษฎีสำหรับการเลือกตลาดเป้าหมายซึ่งมีความสำคัญอย่างยิ่งสำหรับองค์กร ใน
การกำหนดเป้าหมายการตลาด(2) ศึกษาอิทธิพลของการรวมกันทางการตลาด 4p ต่อพฤติกรรม
การซื้อของผู้บริโภคห้องน้ำอัจฉริยะในเมือง Yicheng การตอบสนองเชิงบวกของผู้บริโภคต่อ
ประโยชน์ ด้านสุขภาพและสิ่งแวดล้อมของห้องน้ำอัจฉริยะแสดงให้เห็นว่าการเน้นสุขภาพและ
การปกป้องสิ่งแวดล้อมอาจส่งเสริมห้องน้ำอัจฉริยะได้อย่างมีประสิทธิภาพมากขึ้น(3) ศึกษาทิศ
ทางการพัฒนาของทฤษฎีพฤติกรรมการซื้อ TAM ของผู้บริโภคห้องน้ำอัจฉริยะในเมือง Xiaoyi
การยอมรับของผู้บริโภคต่อเทคโนโลยีใหม่และผลกระทบของคำแนะนำทางสังคมต่อการตัดสินใจ
ใจซื้อเป็นสิ่งสำคัญสำหรับฉันในการพัฒนากลยุทธ์ การเข้าสู่ตลาดและกลยุทธ์ การส่งเสริม
ผลิตภัณฑ์

คำสำคัญ: พฤติกรรมของผู้บริโภค, ห้องน้ำอัจฉริยะ, การซื้อห้องน้ำอัจฉริยะ,
คนเสี่ยวอี้ การตัดสินใจ

ABSTRACT

Abstract: The objectives of this research were (1) To study the demographic characteristics of consumers buying intelligent toilet in XiaoYi city, the People's Republic of China.(2)To study the influence of 4Ps marketing combination on the purchasing behavior of intelligent toilet consumers in XiaoyYi city, the People's Republic of China.(3)To study the development direction of the influence of TAM theory on the purchasing behavior of intelligent toilet consumers in XiaoYi City of the People's Republic of China.

The research model was quantitative research. The population was people in XiaoYi city. The sample group was 405 people. Use a specific randomization method. By using questionnaires as a tool to collect data. The statistics used in the analysis were percentage, mean, standard deviation.

Major Findings : (1) Study the demographic characteristics of consumers who buy smart toilets in Yi City of the People's Republic of China. Basic information about consumers, such as gender, age, occupation, income and education level, has a potential impact on their consumption choices. This helps me to make a more detailed target market division when formulating the market strategy, which provides a theoretical basis for the selection of the target market, and is of great significance for enterprises to determine the marketing target.(2) Study the influence of 4p marketing combination on the purchase behavior of intelligent toilet consumers in Yi city. The positive consumer response to the health and environmental benefits of smart toilets suggests that highlighting their health and environmental protection may more effectively promote smart toilets.(3) Study the development direction of TAM theory of purchasing behavior of intelligent toilet consumers in Xiao Yi city. Consumer acceptance of new technologies and the impact of social advice on their purchasing decisions are crucial to me in developing market entry strategies and product promotion strategies.

Keywords: Consumers Behavior,Intelligent toilet,Intelligent toilet Buying , XiaoYi People,Decision making.

Research Background

With the continuous development of social economy and the change of people's consumption concept, intelligent toilet, as an emerging sanitary, has attracted more and more attention and favor from consumers in the Chinese market. Intelligent toilet, with its advanced technology and functions, brings users a more convenient and comfortable use experience, so it has been widely sought after. However, in China's consumer market, the consumption behavior of XiaoYi people is a noteworthy problem for the purchase decision of intelligent toilet.

In XiaoYi area, XiaoYi people have a certain cognition and habit for the traditional sanitary ware products. They are usually familiar with traditional toilets and use them for a long time. Therefore, for the intelligent toilet this new product, XiaoYi people may have a certain uncertainty and hesitation in the purchase decision. They may need more information and reference to determine whether a Intelligent toilet is suitable for their use habits and needs.

XiaoYi area as an underdeveloped area, people's consumption concept is relatively conservative. In the consumption decision, the price factor is often an important factor for XiaoYi people to consider. They are price conscious and they are more focused on the cost of their products, and they may take a wait-and-see attitude for high-end Intelligent toilet products.

In the process of studying the purchase decision of intelligent toilet, it is crucial to understand the influence of XiaoYi people's consumption behavior on the expected income. Expected benefits are the benefits and value that consumers expect to receive before buying a Intelligent toilet. This includes the benefits of saving time, improving the quality of life, reducing cleaning work, protecting the environment and more.

For XiaoYi people, saving time is an important factor in buying intelligent toilet. As the pace of modern life accelerates, more and more people want to save long toilet time. Intelligent toilet has automatic washing, drying, heating seat ring and other functions, which greatly improves the convenience and efficiency of use. XiaoYi people hope to save time in the process by buying intelligent toilet so that they can devote more into their work and leisure activities.

Improving the quality of life is also an important goal for XiaoYi people to buy intelligent toilet. The advanced functions and comfort of the Intelligent toilet can bring about a better use experience. For example, the warm seat ring and air purification equipment with massage function can provide users with a more comfortable toilet experience. For XiaoYi people who pursue high quality life, buying Intelligent toilet can improve their living standard and sense of enjoyment.

Moreover, reducing the cleaning work is also an important factor for XiaoYi people to consider. The intelligent toilet has the functions of automatic washing,

sterilization, antibacterial and stagnation, which greatly reduces the time and energy of cleaning the toilet. Especially in the home, the automatic cleaning function of the intelligent toilet can reduce the housework burden of housewives, so that they can better enjoy the family life.

Protecting the environment is also a factor that XiaoYi people consider when buying intelligent toilet. The water-saving design and efficient filtration system of the Intelligent toilet can reduce water consumption. Today, when the country advocates energy conservation and emission reduction, the people of XiaoYi hope to contribute to environmental protection by buying intelligent toilet.

Consumer behavior refers to a series of psychological processes and actual behaviors shown by individuals or groups when choosing, purchasing, using and evaluating products or services. This includes individual processing of market information, shopping motivation, decision-making process, and satisfaction and feedback on the product or service. The purpose of studying consumer behavior is to better understand and predict consumer actions in the market, so that enterprises can develop more effective marketing strategies and improve the attractiveness of a product or service to meet consumer needs and expectations.

With the deepening of the research on consumer behavior, enterprises gradually find that consumer behavior will have an impact on their performance, so they are willing to invest more manpower and material resources to analyze the impact of marketing strategies on consumer behavior. Therefore, it is of certain theoretical and practical significance to deeply study the influence of XiaoYi people's consumption behavior on the purchase decision of intelligent toilet.

Objectives

1) To study the demographic characteristics of consumers buying intelligent toilet in XiaoYi city, the People's Republic of China.

2) To study the influence of 4Ps marketing combination on the purchasing behavior of intelligent toilet consumers in Xiaoyi city, the People's Republic of China.

3) To study the development direction of the influence of TAM theory on the purchasing behavior of intelligent toilet consumers in XiaoYi City of the People's Republic of China.

Benefits

1) Get understanding on behavior of consumers buying Intelligent toilet in XiaoYi city, the People's Republic of China.

2) Get understanding the XiaoYi city of the People's Republic of China intelligent toilet consumer purchase behavior.

3) Get the consumer attitudes and analyze the development direction of their influence on the purchasing behavior of intelligent toilet consumers in XiaoYi city, the People's Republic of China.

Research Scope

In this research, the researcher has defined the scope of research as follows:

Content Scope:

Focus on the study of factors including product, price, location, promotion, background, gender, age, education level and other factors.

Independent :

1) Products: consumers attach great importance to the quality, which is the quality and function of the intelligent toilet. Intelligent toilet has intelligent sensing system, with the help of advanced infrared and pressure sensing technology, to achieve automatic washing, seat heating, lighting and other functions, without touch, more hygienic and convenient. Intelligent toilet also has the advantages of energy saving, environmental protection and sanitation.

2) Price: XiaoYi city marketing strategy analysis is very important, a new city or a new product on the market, the price positioning is very important, will affect the promotion effect, cheap and excellent products.

Price is also critical to consumer expectations and expectations. High price expects high performance, and if consumers have higher expectations for intelligent toilet, they may be more willing to pay a higher price for more comprehensive, advanced products. Low price expects basic functions, and when consumers have low expectations of products, they may pay more attention to basic functions and prefer products with relatively low prices.

3) Place: XiaoYi City, as a typical small and medium-sized city in China, has certain representativeness and research value. Through the investigation and analysis of the city, we can deeply understand and reveal the influencing factors and behavioral characteristics of the residents in small and medium-sized cities in China.

4) Promotion: targeted advertising on popular social media platforms to display product characteristics and advantages; promotion in the era of big data, and in the era of big data, the promotion of Intelligent toilet can be collected, analyzed and used by consumer data to achieve more targeted and refined promotion strategies; offline

channel promotion, physical store display, exhibition area in household stores or bathroom stores, allowing consumers to experience the functions of Intelligent toilet.

5) This study will also take into account some relevant factors, such as consumer socioeconomic background, gender, age, education level, as well as the influence of market factors, product characteristics and price on consumer behavior and purchase decisions. Through the comprehensive analysis of these factors, we can have a more comprehensive understanding of the degree and way of the consumption behavior of XiaoYi residents on the purchase decision of intelligent toilet purchase.

Dependent :

1) Consumer behavior is the result of a complex interplay of various factors, encompassing individual factors (such as age, occupation, lifestyle, personality), psychological factors (including motivation, perception, learning, attitudes), social factors (like family, reference groups, social status), and cultural factors (covering culture, subculture, social class). These elements intertwine to shape consumers' purchasing decision processes and preferences, influencing how they select, buy, and use products and services. Understanding these factors is crucial for the formulation and optimization of marketing strategies, enabling businesses to better meet consumer needs and enhance their competitive edge in the market.

2) When applying the Technology Acceptance Model (TAM) to analyze consumer behavior towards purchasing intelligent toilets, the focus is on how consumers perceive the usefulness and ease of use of intelligent toilets. Specifically, the study examines how consumers evaluate the potential of intelligent toilets to enhance convenience and hygiene levels (perceived usefulness) and their perceptions of the effort required to learn and operate such technological devices (perceived ease of use), aiming to predict and explain consumers' acceptance levels and purchasing intentions towards intelligent toilets.

Research Scope in Area:

The study area was in the city center of Xiao Yi City, Shanxi Province, The People's Republic of China.

Research Scope in Sample group:

The official population of XiaoYi city is 479,000. The number of people surveyed was 405. The population range of the study XiaoYi city was 18 – 25 years, 26 – 40 years, and 41 – 60 years.

From July 1,2023 to January 31,2024

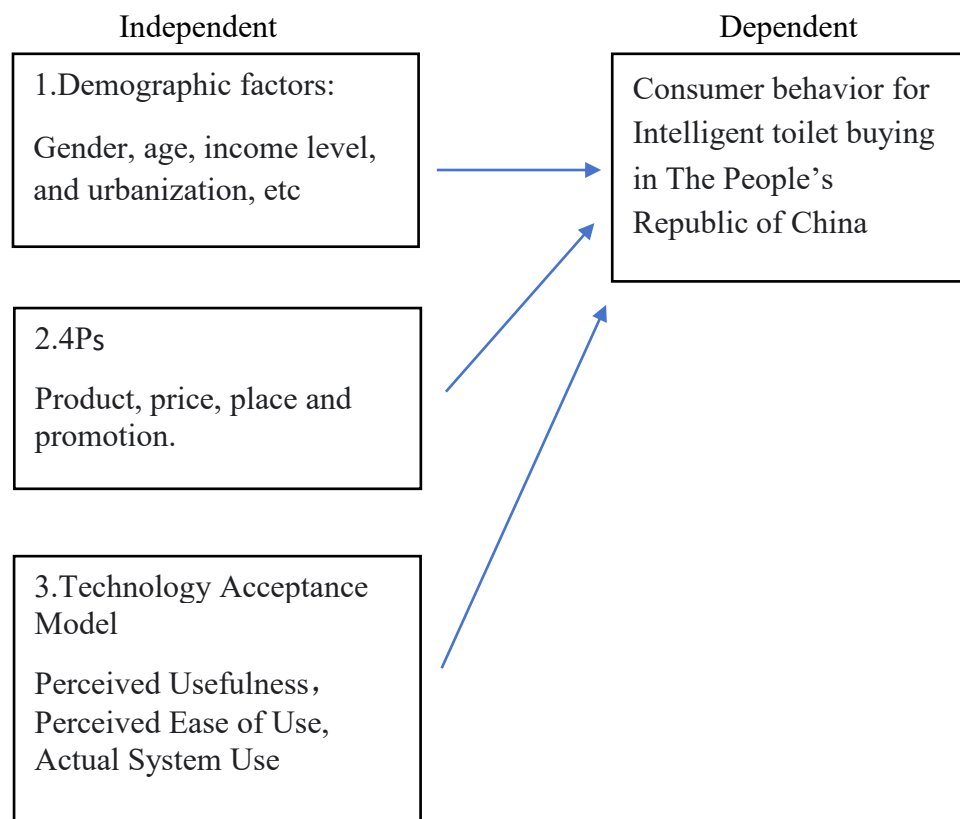
People with per capita income in Below 2000 RMB, people with income of 2000-4000 RMB, those with income of 4001-6000 RMB, and those with income in Over 6000RMB. People engaged in different occupations are students, enterprise personnel, civil servants and retirees. Product online sales, offline sales, different types, different colors, different functions, etc

Definitions of specific terms

We also need to define the influencing factors. Impact factors are those variables that are important in the decision of Intelligent toilet purchase in China. These variables can be personal factors, such as age, gender, income level, etc., or product factors, such as functionality, quality, appearance design, etc., or external environmental factors, such as family needs, social influence, etc.

4P marketing combination theory (The Marketing Theory of 4Ps) is one of the important theories of modern marketing. It was born in the United States in the 1960s, first proposed by Professor Jerome McCarthy in the United States, perfected and developed by Philip Kotler, and finally formed a systematic marketing theory. 4P marketing mix includes product, price, channel, promotion four elements. Among them, the product is the basis of the marketing activities of enterprises. The product should be formulated according to the needs of consumers, and constantly adjusted according to the changes of the market. Price is the factor that enterprises need to focus on to carry out marketing activities. The price setting should fully consider the life cycle of the product, and set the corresponding price system according to the different stages of the product. At the same time, enterprises should adopt different pricing strategies according to their own product positioning and the market role of different products. Channel is an important carrier for enterprises to realize marketing activities, which solves the problem of how to efficiently realize the product path from the manufacturer to the consumer. The composition of the channels is diverse, and it is constantly changing according to the development of the industry. Promotion is an important means of marketing, its purpose is to efficiently deliver the information of enterprise products or services to consumers, change the mental model of consumers, enhance the cognitive impression in the minds of consumers, so as to achieve deep binding with consumers and complete the marketing activities of enterprises.

Conceptual Framework



Literature Review:

Making the research results useful and achieving the established literature review is divided into 5 parts:

- 2.1 Theory of the 4Ps Marketing Product, Price, Place, Promotion
- 2.2 TAM theory Perceived Usefulness, Perceived Ease of use, Actual System use
- 2.3 Consumer Behavior
- 2.4 Related Research

Research Model

The researcher conducted the study according to the research process and quantitative research methodology. By using a questionnaire to collect information from a sample of the population. It was descriptive research.

In the current consumer market, an intelligent toilet, as a part of household intelligence, is more and more favored by consumers. The intelligent toilet integrates a variety of high-tech functions, such as automatic cleaning, seat temperature regulation, night light lighting, health detection, etc., providing users with a more hygienic, comfortable and convenient life experience. This paper aims to explore the personal factors or characteristics that influence the decision of consumer purchasing intelligent toilet and the marketing combination strategies and factors.

Population and Sample

The population studied in this study were Residents of different ages and different income and occupations in XiaoYi City

1000 Sample sizes were determined

from Taro Yamane's formula (1973) at 95% confidence level and tolerances of 5% sample selection were accepted...405...total.

3.2.1 Population

The target population of this study was the general population living in XiaoYi City, China, with a permanent resident population of 479,000 people.

3.2.2 Sample size In this study, the sample size was determined by the reference. According to the Cochran formula, the formula will The confidence level was set to 95% with present error values. To accept a significance level of (+ / -) no more than 5%. If the population proportion is unknown, through this formula:

$$n = \frac{t^2}{4r^2} \quad (1)$$

Where, n is the required sample size.

r represents the degree of sampling error allowed to occur.

t represents the statistic of the significance level.

The significance levels of 0.01,0.05 and 0.1 correspond to values of 2.58,1.96 and 1.65, respectively. From this, we can calculate the minimum sample size required for this study. The T statistic (T) corresponding to the significance level (p. 0.05) and

sampling error level (r) (5%) was inserted into the Cochran's formula (formula 1) to

$$n = \frac{(1.96)^2}{4(0.05)^2}$$
$$= 384.16$$

obtain: ≈ 385

Therefore, if the sample proportion is unknown, at the placed significance level (p-value) Case, we know the sample size is about 385 to obtain more accurate, for this study Full results. The authors actually obtained a sample size of 405 to samples, using is Simple random sampling.

The statistics used in data analysis

1) Descriptive statistics analysis. The questionnaire part 1 used the frequency, percentage, mean and the questionnaire part 2 used the mean.

2) Standard deviation to describe general information from the sample and analysis of opinion data, independent variables and dependent variables.

The criteria for interpreting the results are as follows:

In analyzing the data, the students collected all scores to find the mean and the standard deviation of the sample based on the criteria by which the question is a rating scale, which is divided into 5 levels.

Score Level

Strongly Agree	means	a score of 5 points
Agree	means	a score of 4 points
Neutral	means	a score of 3 points
Disagree	means	a score of 2 points
Strongly Disagree	means	a score of 1 point

Conclusion

This study, through an in-depth analysis of consumer behavior and corporate marketing strategies for Intelligent toilets in XiaoYi City, reveals the significant impact of market dynamics and consumer preferences on decision-making for smart sanitary products. By adopting the 4P theory and TAM theory, this paper not only provides specific market strategy recommendations for the Intelligent toilet market in XiaoYi City but also offers valuable insights for related enterprises, helping them stand out in a highly competitive market. The research results show that consumers' awareness, attitudes, and purchase intentions towards Intelligent toilets are influenced by various factors, including product innovation, pricing strategies, optimization of sales channels, and effective promotional activities. Therefore, enterprises need to continuously monitor market dynamics and flexibly adjust marketing strategies to meet consumer needs and expectations. Moreover, this study emphasizes the critical role of big data and consumer behavior analysis in formulating effective marketing strategies. By deeply understanding the target market and consumer groups, enterprises can more effectively position their products, design marketing activities that align with consumer preferences, thereby enhancing market penetration and sales performance.

Suggestions

Changing Marketing Concepts, Innovating Product Marketing Strategies: I realize that traditional marketing thinking is not sufficient to meet current market demands. Therefore, in the marketing of intelligent toilet, I emphasize segmenting customer groups based on big data analysis, focusing on selected target markets to avoid inefficient dispersion of resources, while innovating marketing methods and focusing on providing comprehensive services to enhance consumer experience and satisfaction.

Strengthening the Cultivation and Introduction of Big Data Talent: I recognize the importance of big data technology in marketing and emphasize the need for businesses to introduce and cultivate professional big data talent to more effectively use data for market analysis and marketing strategy formulation. This requires not only the support of technical personnel but also the marketing team's adaptation to the new data-driven marketing model.

Building a Comprehensive Big Data Platform System: I emphasize that establishing a comprehensive big data platform is crucial for understanding consumer

needs and enhancing the shopping experience. By collecting and analyzing consumer data, businesses can formulate more accurate product strategies and marketing plans. At the same time, protecting consumer data privacy is an important consideration in building a big data platform.

In summary, as technology advances and consumer demands evolve, the smart sanitary product market is full of opportunities and challenges. Enterprises in XiaoYi City need to keep up with market trends, continuously innovate, and implement consumer-centered marketing strategies to achieve long-term market success and sustainable development.

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