

# Analysis on the Influence of Online Consumers' Trust and Perceived Value on Purchase Intention of Sports Products

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**Abstract:** The purpose of this study is to explore the influence of customer trust and perceived value of online consumers of sports products on their purchase intention. Customer trust is the basis of establishing a long-term and stable relationship between customers and enterprises, while perceived value is the customer's perception of the actual benefits of products or services. The promotion of customer trust and perceived value can effectively promote the enhancement of purchase intention. Therefore, enterprises should pay attention to improving customers' trust and perceived value, so as to improve consumers' willingness to buy sports products, thus improving their market competitiveness and promoting their development.

**Keywords:** Sports products, Customer trust, Perceived value, Purchase intention.

## 1. Introduction

### 1.1. Research background and significance

With the continuous development of Internet technology, more and more consumers begin to choose to buy sports products online, which is a development opportunity for sports product sales enterprises. However, the lack of customer trust and perceived value will affect consumers' willingness and loyalty, so it is very important to strengthen the establishment of customer trust and improve the perceived value of products in online sales. This study aims to explore the influence of customer trust and perceived value on online sales of sports products, and provide valuable reference and suggestions for enterprises.

With the escalating consumer demand and increasingly fierce market competition, sports product sales enterprises are facing more and more challenges. In this context, how to improve customers' purchasing intention has become an important issue for the development of sports product sales enterprises. Customer trust and perceived value, as the key factors affecting purchase intention, have attracted more and more attention from scholars and sports product sales enterprises.

Customer trust refers to the degree of customer trust in the enterprise, including trust in the integrity, reliability and sense of responsibility of the enterprise. Customer trust is the basis of establishing a long-term and stable relationship between enterprises and customers, which can promote customer loyalty and satisfaction, and then affect customers' purchase intention. Perceived value refers to the customer's perception of the actual benefits of a product or service, including the quality, price, function and service of the product or service. Customer's perceived value will directly affect customers' willingness to buy, and products or services with high perceived value can attract more customers.[1]

Therefore, it is of great significance to study the influence of customer trust and perceived value on purchase intention for sports product sales enterprises to improve market competitiveness, customer satisfaction and loyalty. This study

aims to explore the influence of customer trust and perceived value on purchase intention, and provide beneficial management ideas and practical suggestions for sports product sales enterprises.

### 1.2. Research purpose

Customer trust and perceived value are important concepts in the field of marketing, which have an important impact on the market competitiveness and long-term development of sports product sales enterprises. This paper aims to explore the influence of customer trust and perceived value on purchase intention, and explore the influence of customer trust and perceived value on purchase intention, so as to provide theoretical and practical reference for enterprises to improve market competitiveness and promote long-term development.[2]

## 2. Summary of Relevant Theories

### 2.1. The concept and elements of customer trust

Customer trust refers to the degree of trust of customers in the integrity, ability and sense of responsibility of enterprises, and is the basis for establishing long-term and stable relations between customers and enterprises. Customer trust can be divided into cognitive trust and emotional trust. Cognitive trust refers to the customer's trust in the ability, integrity and professionalism of the enterprise, which is formed based on the customer's cognition and judgment of the enterprise. Emotional trust refers to the care, attention and closeness of customers to the enterprise, which is based on the emotional experience and feelings of customers to the enterprise.

The constituent elements of customer trust mainly include the following aspects: honesty, enterprises should abide by their commitments, constantly improve service quality, and ensure the quality and effect of products or services. Ability, enterprises should have professional technical and management capabilities to meet customer needs and expectations. Sense of responsibility, enterprises should be responsible for customers, actively solve customers' problems

and difficulties, and establish a good service system and after-sales support. Affinity, enterprises should establish good relations with customers, care about customers' needs and feedback, and actively communicate with customers.

Customer trust is the basis of establishing a long-term and stable relationship between enterprises and customers, which can improve customer loyalty and purchase intention, thus enhancing the market competitiveness of enterprises. Therefore, enterprises should pay attention to the establishment and promotion of customer trust, improve the integrity and sense of responsibility of enterprises by continuously improving the quality of products or services, strengthen communication and exchanges with customers, and establish good customer relations, thus improving customer trust.

## **2.2. The concept of perceived value and influencing factors**

Perceived value refers to consumers' perception of the actual benefits of products or services, and it is consumers' overall evaluation of products or services. The perceived value of consumers is determined according to the difference between their expectations of products or services and their actual experience. If the actual experience of consumers exceeds their expectations, then they will feel high perceived value. On the other hand, if the actual experience of consumers is lower than their expectations, then they will feel low perceived value.[3]

There are many factors influencing perceived value. The quality of products or services is one of the main factors that affect consumers' perceived value. If the quality of products or services is high, consumers will feel high perceived value. Price is one of the most concerned factors when consumers buy products or services. If the price is reasonable, then consumers will feel high perceived value. Brand image is an important source of consumers' impression and trust in products or services. If the brand image is good, then consumers will feel high perceived value. Service quality refers to the quality of pre-sale, sale and after-sale services provided by enterprises to consumers. If the service quality is good, then consumers will feel high perceived value. Corporate social responsibility refers to the contribution made by enterprises to society and the environment. If corporate social responsibility is good, then consumers will feel high perceived value. Personal characteristics of consumers include age, gender, education level, income level and other factors. Consumers' personal characteristics will also affect consumers' perceived value of products or services.

To sum up, perceived value is consumers' perception of the actual benefits of products or services, and it is consumers' overall evaluation of products or services. The perceived value of consumers is influenced by many factors, including the quality, price, brand image, service quality, social responsibility and personal characteristics of consumers. Enterprises should pay attention to improving the quality of products or services and establish a good brand image and social responsibility image to improve consumers' perceived value and satisfaction.

## **2.3. The concept of purchase intention and influencing factors**

Purchase intention refers to consumers' purchase intention and expected behavior for a certain product or service within a certain period of time. It is an important part of consumers'

decision-making behavior, which directly affects the sales and market share of enterprises.

The formation of purchase intention is influenced by many factors. Consumers' own characteristics and personality, including personal factors such as age, gender, education level, income level, occupation and family status, will affect consumers' demand for products or services, purchasing ability and purchasing intention. Product or service factors refer to the quality, price, brand, packaging, function and other characteristics of products or services. Consumers' satisfaction with products or services and perceived value are important factors affecting their purchase intention. Consumers' purchasing intention is influenced by environmental factors, such as market competition, social and cultural values, policies and regulations. Consumers' trust and perceived value will affect the formation of purchase intention.

To sum up, purchase intention is a complex psychological process, which is influenced by many factors. Enterprises should understand consumers' needs and psychology, and enhance consumers' purchasing intention and market competitiveness by improving the quality of products or services, improving marketing strategies and shaping brand image.

## **3. Analysis of the Influence of Consumers' Perceived Value on Consumers' Purchase Intention**

The biggest difference between online consumption and traditional physical store shopping is that consumers can't get in touch with the products themselves, and they can only learn about the products through advertisements and business promotion. Usually, consumers pay more attention to brands, word of mouth and advertisements during online consumption, and mainly analyze the influence of perceived value on purchase intention from these three elements:

(1) The influence of brand perceived value on purchase intention. In the process of online consumption, brand is one of the main factors that consumers consider. Reliable and influential brands can reduce consumers' perceived risks and perceived gains and losses to some extent. At the same time, some consumers favor brand products mainly because they want to show their individuality or satisfy their vanity through brands. A good brand can create a strong brand impression on consumers, reduce the complexity of purchasing decisions, and help enhance perceived value.

(2) The influence of perceived value of word of mouth on purchase intention. Online word-of-mouth is another major factor that affects consumers' willingness to buy. Due to the openness of the network and the convenience of information dissemination, the spread rate of product word-of-mouth information is faster. Consumers can get the word-of-mouth information of products by consulting online. Moreover, most people think that there are some differences between online word-of-mouth of products and corporate publicity, which can truly reflect the objective situation of products. Therefore, online consumers will be keen to refer to other people's online evaluations, and word-of-mouth recipients are more likely to have purchase intentions.[4]

(3) The influence of advertising perceived value on purchase intention. When choosing some products, such as household appliances, mobile phones, computers and other

durable consumer goods, consumers often make a comprehensive analysis of the products from multiple angles, and it takes a long time to make a purchase decision. In this process, the influence of advertising on consumers' purchasing intention can not be ignored. High-quality advertisements created by online merchants on product or service pages will attract consumers. Good advertising can make consumers have emotional identity and provide them with better influence. This kind of emotion or impression can enhance consumers' perceived value of products and brands to a certain extent.

## 4. Conclusion and Enlightenment

### 4.1. Conclusion

Customer trust is the basis of establishing a long-term and stable relationship between customers and enterprises. The higher the customer's trust in enterprises, the stronger their purchase intention. Therefore, enterprises should pay attention to the establishment and maintenance of customer trust, and enhance customers' trust in enterprises by improving service quality, ensuring product quality and strengthening customer relationship management. Secondly, perceived value is the customer's perception of the actual benefits of a product or service. The higher the perceived value, the stronger the customer's purchase intention. Therefore, enterprises should pay attention to the innovation and upgrading of products or services, improve the performance and quality of products or services, and increase the perceived value of customers. Finally, the influence of customer trust and perceived value on purchase intention is interactive. The promotion of customer trust and perceived value can promote each other, and then enhance the purchase intention. Therefore, enterprises should pay attention to the comprehensive improvement of customers' trust and perceived value, and enhance customers' trust in enterprises and perceived value of products or services through various means and measures, thus enhancing their purchase intention.

Online sales enterprises should strengthen the establishment of customer trust, improve product quality and service level, so as to enhance consumers' trust; Pay attention to improving the perceived value of products, and improve consumers' perceived value of products by optimizing product design, packaging and marketing strategies; Establish a perfect after-sales service system and respond to consumers' feedback and complaints in time to enhance consumers' satisfaction and loyalty; Pay attention to personalized service and differentiated competition, and enhance consumers' sense of identity and loyalty to enterprises by providing personalized products and services; Pay attention to information security and privacy protection, protect consumers' personal information and data security, so as to enhance consumers' trust and security.

### 4.2. Management significance and practical suggestions

By studying the influence of customer trust, perceived value and purchase intention, this study provides some management significance and practical suggestions for sports product sales enterprises.

### 4.2.1. Management Significance

Establishing and enhancing customer trust is an important foundation for enterprise development, and customer trust is the basis for establishing a long-term and stable relationship between enterprises and customers. Enterprises should pay attention to enhancing customer trust by providing quality products and services, establishing good communication channels and protecting customer privacy. Improving the perceived value of products or services is the key to enhance customers' purchasing intention. Enterprises should understand customers' needs and expectations from the customer's point of view, provide products or services that meet customers' needs, and improve customers' perceived value by constantly innovating and enhancing the added value of products or services. It is an important way for enterprises to improve their market competitiveness by enhancing customer trust and perceived value. Enterprises should pay attention to customer relationship management, establish customer database, conduct customer satisfaction survey and provide personalized products or services to enhance customer trust and perceived value, so as to improve their market competitiveness.[5]

### 4.2.2. Practical suggestions

To establish a perfect customer relationship management system, enterprises should establish a customer database, classify customers, implement targeted marketing strategies, provide personalized products or services, and enhance customer satisfaction and loyalty. To provide high-quality products or services, enterprises should pay attention to the quality and safety of products or services, provide products or services that meet customers' needs, and improve customers' perceived value by constantly innovating and enhancing the added value of products or services. To strengthen the communication and feedback mechanism, enterprises should establish good communication channels, get customers' feedback in time, solve customers' problems and needs in time, and enhance customers' trust and satisfaction. To protect customers' privacy and personal information, enterprises should pay attention to the protection of customers' privacy and personal information, establish a sound information security management system, avoid the disclosure and abuse of customers' information, and enhance customers' trust and loyalty.

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