

UNDERSTANDING PURCHASE INTENTION OF CHINESE CUSTOMER TOWARDS SHARING POWER BANK ENERGY MONSTER AS EXAMPLE

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ABSTRACT

Purpose: This study aims to investigate the effects of perceived value, customer attitude, brand loyalty, and customer trust on purchase intention. The above relationships reflect the purchase intention of Chinese customers who intend to purchase sharing power bank services or have already purchased sharing power bank services.

Design/Methodology/Approach: This study used Multiple Linear Regression and primary data collection methods to investigate the factors associated with surveying perceived value, customer attitude, brand loyalty, and customer trust to understand the impact of sustainable sharing power bank services on the purchase intention of Chinese customers. Data were collected from 474 respondents. This study referenced some theoretical frameworks from prior research are integrated to develop a novel conceptual framework.

Findings: This research found that customer attitude, brand loyalty, and customer trust had a positive impact on purchase intention. While perceived value had no effect on purchase intention.

Research Limitations/Implications: This study specifically focused on Chinese customers, which may limit its applicability to customers in other countries. Therefore, the findings may change over time, the occurrence of specific events, and other uncontrollable emergencies. In addition, the sample size of 474 respondents may not be representative or random enough to reflect the Chinese customer base.

Originality/Value: This study provides valuable reference for managers of sharing power bank companies to make wise management decisions.

KEYWORDS: Chinese Customers, Perceived Value, Customer Attitude, Brand Loyalty, Customer Trust, Purchase Intention, Sharing Power Bank.

Introduction

In recent years, the scale of China's mobile Internet users has continued to grow, reaching 1.52 billion by 2023. It is expected that the scale of users will continue to climb in the next three years, reaching 1.69 billion in 2026. With the continuous improvement of mobile phone configuration, the average capacity of mainstream models' batteries has reached 4962mAh in 2023. As people's

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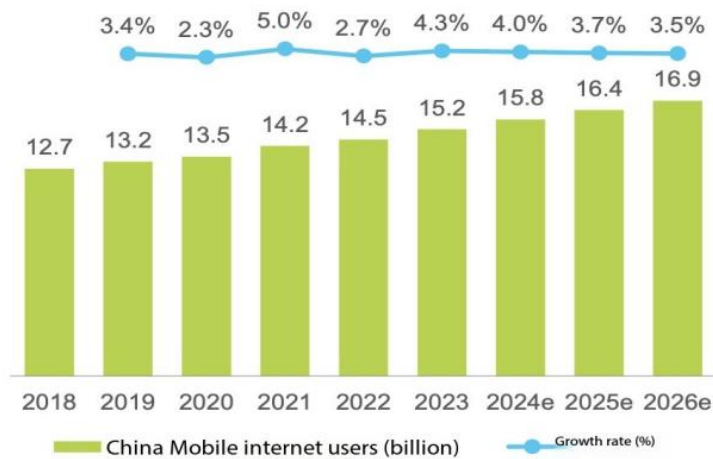
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dependence on mobile phones continues to deepen, the number of mobile applications in mobile phones is also increasing, resulting in increased power consumption. The simulation test results of mainstream models show that the average remaining power of the mobile phone is 61.1% after 3 hours of light use, and only 13.1% after 5 hours of heavy use. Assuming 10 hours, it is calculated that the power required per day is 7532mAh, which creates a power gap of about 2571mAh with the mainstream capacity, further catalyzing consumers' charging needs. The extensive number of mobile Internet users and the significant volume of access traffic have established a solid foundational scale for the growth of the sharing power bank industry.(iResearch, 2024, NBSC, 2024).

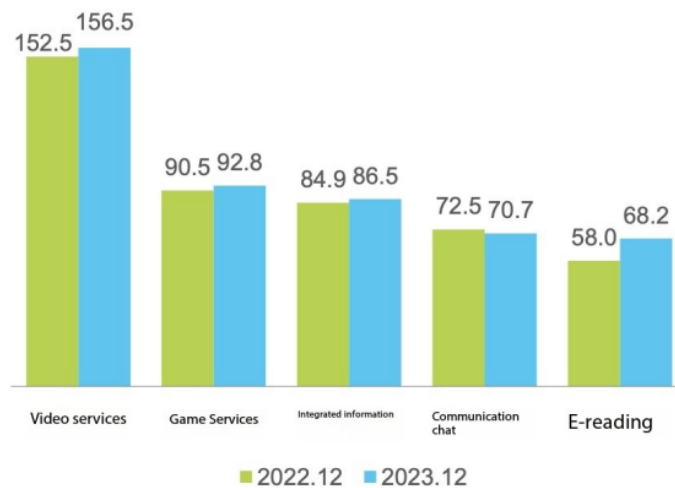
China Mobile internet 2018-2026

User Size and Growth



2022.12 & 2023.12 Heavy Use Scenarios for Mobile Phones

Single Day Effective Duration (minutes) per person



Source: National Bureau of Statistics of China & User Tracker

At present, how to make full use of Energy Monster Power Bank's leading position in China's sharing power bank, reasonably and efficiently use existing resources, attract more customers. At the same time, it is imperative to enhance customers' willingness to buy Energy Monster Power Bank. Therefore, this study uses the basic principles of international marketing to study factors such as customer perceived value, customer trust, customer attitude, brand loyalty and purchase intention from a marketing perspective. The purpose is to find out the existing problems in China's sharing power bank industry and then propose corresponding marketing strategies to enhance the attractiveness of Energy Monster Power Bank in the Chinese sharing power bank market.

Statement of problems

Chinese mobile users are increasingly interested in exploring the use of sharing power bank. However, this perceived value, brand loyalty, customer attitude, customer trust, etc. play a key role in shaping purchase intention.

As Chinese mobile customers gain more and more experience with sharing power bank, it is crucial to analyze the network of related factors behind their overall perceived value, brand loyalty, customer attitude, customer trust, and purchase intention. This study aims to investigate the relationship between the key variables including:

- Perceived value
- Brand loyalty
- Customer attitude
- Customer trust
- Purchase intention

Research Objectives

The study's objectives are as follows:

- To explain perceived value effect on purchase intention among Chinese mobile users to choose sharing power bank.
- To explain brand loyalty effect on purchase intention among Chinese mobile users to choose sharing power bank.
- To explain customer attitude effect on purchase intention among Chinese mobile users to choose sharing power bank.
- To explain customer trust effect on purchase intention among Chinese mobile users to choose sharing power bank.

Research Question

The study's questions are as follows:

- Does perceived value significantly impact the purchase intention of Chinese mobile users when choosing a sharing power bank?
- Does brand loyalty significantly impact the purchase intention of Chinese mobile users when choosing a sharing power bank?
- Does customer attitude significantly impact the purchase intention of Chinese mobile users when choosing a sharing power bank?
- Does customer trust significantly impact the purchase intention of Chinese mobile users when choosing a sharing power bank?

Significance of the Study

This study holds significance in multiple dimensions. It underscores that both perceived value, customer trust, customer attitude, and brand loyalty significantly contribute to heightened purchase intention, and this heightened perceived value, customer trust, customer attitude, and brand loyalty, thereby significantly enhancing the probability of Chinese mobile users to have purchase intention with sharing power bank.

Literature Review and Hypotheses Development

Theories Related to the Research

Past research has shown that perceived value has a positive influence on purchase intention (Hsieh, 2016), Yadav et al. 2017 mentioned that attitude towards the products appeared as the most significant determinant of consumers' product purchase intention. Another study acknowledges that purchase intention is closely related to loyalty toward a brand or product (Martín-Consuegra et al., 2018)

Review of Variables

Literature Review Related to the Dependent Variable

- **Purchase Intention**

In previous studies, purchase intention refers to consumers' purchase intention based on their attitude, subjective norm, and perceived behavioral intention (Ajzen, 1991). Then purchase intention is not only an abstract desire but is also often regarded as the strongest indicator for predicting actual purchase behavior (Pertwi & Ernawadi, 2024). Supotthamjaree et al., 2021 believe that consumers' purchase intention is influenced by internal drivers (such as personal needs and preferences) and external factors (such as word of mouth and marketing activities).

Literature Review Related to the Independent Variable

- **Perceived Value**

Adiningtyas et al., 2024 determined that perceived value includes emotional value, social value, functional value and quality value. Perceived value refers to the customer's assessment of goods and services, serving as a crucial aspect of commodity exchange. (Yanget al., 2022). Due to the meaning of perceived value is related to product benefits, it is important to understand how this value is viewed by the customer and what type of value can be created by the company (Aulia et al., 2016)

- **Customer Attitude**

Customer attitude is a personal acquired tendency, that is, an attitude towards a product or service, which can be positive or negative, favorable or unfavorable (Ajzen, 2001). Although one scholar argues that customer attitudes toward an object, person, policy, or concept are unlikely to predict behavior (Fishbein et al., 2007) but attitudes are the result of beliefs that "are influenced by perceived usefulness, which is the agreement to which an individual believes that usage would be beneficial" (Fishman et al., 2021)

- **Brand Loyalty**

Then previous scholars recommend that brand loyalty not only increase with the development of technology but also product long-term loyalty in customers (Akoglu et al., 2022). Furthermore, some elements like brand experience, brand knowledge, and integrated marketing communications will influence brand loyalty (Górska-Warsewicz et al., 2018). Lastly, when consumers have a positive image of a brand in their mind, they become more loyal to that brand and are less likely to switch to other brands (Zia et al., 2021).

- **Customer Trust**

Generally, trust is viewed as a specific set of beliefs that primarily concern the benevolence, competence, and integrity of another party (Ndubisi, 2011). Trust is consumers believe that all the members in the product or service transaction would conduct their promised responsibility (Dhingra et al., 2020). Cha & Seo, 2019 also defines trust as the embodiment of "strong will" determined by stable product reliability. Furthermore Zafar et al. (2020) studied that the shortage of trust will discourage consumers from buying product. Trusting is how high a person trusts and feels confident in others in certain issues. (Ginting et al., 2022)

Literature Review Related to the Relationship between each Variable

- **Perceived Value and Purchase Intention**

Previous research has demonstrated that perceived value positively impacts on purchase intention. (Hsieh, 2016) Furthermore, Calvo-Porrall & Lévy-Mangin, 2017, Hu, 2011 point out that perceived value is an antecedent condition for purchase intention. Through application evaluation under the sharing economy, consumers' perceived value can motivate their purchase intention and behavior (Lo

et al., 2020). Last, the perceived pleasure value and economic value of digital fashion products had a positive effect on purchase intention. (Park et al., 2023)

H₁: Perceived value has a positive relation with purchase intention among Chinese customer towards sharing power bank.

- **Customer Attitude and Purchase Intention**

Yadav et al. 2017 mentioned that attitude towards the products emerged as the most significant determinant of consumers' product purchase intention. Attitude is the best predictor of intention to purchase small items. Consumer trust also show certain positive effects on consumers' purchase intention (Wang et al., 2023). The value for money component of attitude is the main driver of intention (Talwar et al., 2020a).

H₂: Customer attitude has a positive relation with purchase intention among Chinese customer towards sharing power bank.

- **Brand Loyalty and Purchase Intention**

Followed by Yadav et al.2017, loyalty towards the products emerged as significant determinant of customers' product purchase intention. Another study acknowledge that purchase intention is closely related to loyalty toward a brand or product (Martín-Consuegra et al., 2018) Furthermore , Brand loyalty can enhance purchase intention and reduce consumer sensitivity to competing brands (Zia et al., 2021).Brand loyalty is a comprehensive concept that is the connection between an individual's relative attitude and purchase intention. (Górska-Warsewicz et al., 2018)

H₃: Brand loyalty has a positive relation with purchase intention among Chinese customer towards sharing power bank.

- **Customer Trust and Purchase Intention**

Trust is a central concept for understanding product purchase and customer behaviors (Yadav et al., 2017) Consumer trust also show certain positive effects on consumers' purchase intention (Wang et al., 2023).After that lack of trust can discourage purchases and lead to consumer misunderstandings. (Wu and Long, 2024)

H₄: Customer trust has a positive relation with purchase intention among Chinese customer towards sharing power bank

Research Methodology

Research Design

The research, titled " Understanding purchase intention of Chinese customer towards sharing power bank: Energy Monster as example," aims to identify the determinants of customers' intentions to purchase a sharing power bank. These determinants encompass various aspects, including perceive value, customer attitude , brand loyalty and customer trust. This study seeks to assess the degree to which these factors impact customers' intentions to purchase a sharing power bank. To achieve this objective, This study adopts a quantitative research approach, applying statistical methods such as Cronbach's Alpha, Multiple Linear Regression, and Descriptive Statistics, chosen to suit the variables being analyzed.

Sampling Plan

- **Target Population**

The target group of this study is Chinese mobile users who have use or will use sharing power bank in China. According to information from the iResearch, 2024, NBSC, 2024, the scale of China's mobile Internet users has continued to grow, reaching 1.52 billion by 2023.

- **Sampling Unit**

In estimating the sample size for a finite population, this study relies on the well-established table developed by Morgan in 1970. The target sample size for this research consists of 474 respondents of Chinese nationality residing in China.

- **Sample Size**

This research will employ a sample size of 474 respondents from the upper range of the population (i.e., above one million individuals) as it aligns with the sample size criteria recommended by Morgan (1970).

- **Sampling Procedure**

In light of the vague definition of the target population and constraints related to time and resources, the research team opted for a non-probability sampling approach, specifically utilizing the convenience sampling method, often referred to as haphazard sampling.

Control Variables

Income level and education level are important demographic factors that affect consumers' purchase intentions. Studies have shown that consumers with higher incomes are more inclined to buy products with higher quality or brand value because they have greater disposable income and more quality consumption habits (Wang et al., 2023). At the same time, consumers with higher education levels tend to have stronger product cognition and information processing abilities, which makes them pay more attention to the functionality and long-term value of products in the decision-making process (Wang et al., 2023). These variables have a direct impact on purchase intentions.

Research Instrument

Among the research questionnaires employed to be the indicators for evaluating the essential factors and the relationship allying with the research variables. The questionnaires were distributed as an online survey to the qualified samples and there are three parts of questions. Three screening questions are included in the first part to screen out suitable respondents who share the features that are related to this research. Seven respondents' demographic information questions are listed in the second section. 15 scale items are covered by the last section to examine all the independent variables and dependent variables.

Finding

Reliability Testing

The researcher created a new questionnaire to re-examine the consistency level or error in all 474 respondents by using Cronbach's alpha reliability test to assess and analyze the reliability of 474 respondents with a questionnaire shown in Table 4.1.

Table 1: Test-Cronbach's Alpha. (n=474)

Item No.	Measurement Items	Cronbach's Alpha	Strength of Association
	Perceived value	0.897	Good
	Customer attitude	0.902	Good
	Brand loyalty	0.901	Good
	Customer trust	0.918	Good
	Purchase intention	0.906	Good

Source: Conduct by author

Table 1 shows the result of how closely related a group of each variable item is by using the SPSS programs to measure the scale of reliability according to Cronbach 's alpha. The result shows all variables yielded reliability values exceeding 0.7, affirming their acceptance and establishing their validity and reliability in the study.

Demographic Data

The questionnaire distributed to the target respondents aimed to explore how perceive value, customer attitude, brand loyalty and customer trust influencing purchase intention. A total of 474 respondents participated in the questionnaire.

Table 2: Demographic Information Analysis by using frequency Distribution and Percentage

(n=474)

Demographic Factors	Frequency	Percent
Gender		
Female	273	57.6%
Male	201	42.4%
Total	474	100%

Age		
Less than18	46	9.7%
18-34	114	24.0%
35-55	187	39.5%
56 and above	127	26.8%
Total	474	100%
Place of residence		
City	240	50.6%
Rural	191	40.3%
Suburban	41	8.7%
Other	2	0.4%
Total	474	100%
Ever been to use other sharing product		
Used to	378	79.7%
Not used to	96	20.3%
Total	474	100%
Times to use sharing power bank before		
Less than 1 times	176	37.1%
1-3times	214	45.2%
4-6 times	55	11.6%
More than 6 times	29	6.1%
Total	474	100%
Educational level		
Junior high school or below	192	40.5%
Senior high school or technical secondary school	151	31.9%
College	85	17.9%
Undergraduate	41	8.6%
Graduate and above	5	1.1%
Total	474	100%
Income (per month)		
Less than 5, 000RMB	341	71.9%
50, 000-10, 000RMB	96	20.3%
10, 000-15, 000RMB	22	4.6%
15, 000-20, 000RMB	8	1.7%
More than 20,000RMB	7	1.5%
Total	474	100%

Correlations among Variables

The correlations among the variables in the model are presented in Table 4.3. The results indicate that firm performance has positive correlation with Perceived value ($r=0.749$; $p<0.01$), Customer attitude ($r=0.817$; $p<0.01$), Brand loyalty ($r=0.828$; $p<0.01$), and Customer trust ($r=0.461$; $p<0.01$). All of the correlations are statistically significant.

Table 3: Correlations among Variables

Variables	EL	IL	PI	PV	CA	BL	CT
EL	(1)	0.420**	0.226**	0.261**	0.250**	0.282**	0.252**
IL		(1)	0.76	0.129**	0.098*	0.111*	0.101*
PI			(1)	0.749**	0.817**	0.828**	0.865**
PV				(1)	0.814**	0.768**	0.766**
CA					(1)	0.842**	0.819**
BL						(1)	0.862**
CT							(1)

Notes: *p-value <.05, **p-value< .01

PI=Purchase intention; PV= Perceived value; CA=Customer attitude; BL=Brand loyalty; CT=Customer trust;EL=Education level; IL=Income level.

Hypothesis Testing Results

- **Multiple Linear Regression**
Multiple Linear Regression (SLR) of H1, H2, H3 and H4

Statistic Hypothesis

H₀: Perceive value, customer attitude, brand loyalty and customer trust (H1, H2, H3 and H4) has a positive relation with purchase intention among Chinese customer towards sharing power bank.

H_a: Perceive value, customer attitude, brand loyalty and customer trust (H1, H2, H3 and H4) has no positive relation with purchase intention among Chinese customer towards sharing power bank.

Multiple Linear Regression is used to analyze whether perceive value, customer attitude, brand loyalty and customer trust significantly affects purchase intention. The model is not significant; ($\beta=0.063$, $p=0.102 > 0.05$) indicates that perceived value has a negative significant impact to purchase intention. Purchase intention model is negatively impacted by perceived value (H1).

Customer attitude was moderately correlated (VIF value = 4.732). The model is significant; ($\beta=0.222$, $p < 0.05$) indicates that consumers with more favorable attitudes towards sharing power banks are more likely to continue to rent or use the sharing power bank service (H2).

Brand loyalty was moderately correlated (VIF value = 5.073). The model is significant; ($\beta=0.176$, $p < 0.05$). Consumers demonstrating higher levels of loyalty toward sharing power bank services exhibit a greater likelihood of continued usage or engagement with these services (H3).

Customer trust was moderately correlated (VIF value = 4.563). The model is significant; ($\beta=0.484$, $p < 0.05$). Consumers with higher levels of trust in sharing power bank services are more likely to continue renting or using the service (H4).

Table 4: Multiple Linear Regression Analysis Summary for Hypothesis 1, 2, 3 and 4

Hypothesis	Variables	B	SE B	β	t	p	VIF	Null Hypothesis
H1	Mean_PV	0.066	0.038	0.066	1.730	0.084	3.326	Fail to Reject H ₀
H2	Mean_CA	0.216	0.045	0.221	4.814	0.000*	4.736	Rejected H ₀
H3	Mean_BL	0.178	0.047	0.178	3.779	0.000*	5.120	Rejected H ₀
H4	Mean_CT	0.470	0.044	0.483	10.769	0.000*	4.563	Rejected H ₀
Control Variables								
EL		-0.015	0.030	-0.012	-0.497	0.619	1.306	
IL		-0.028	0.037	-0.018	-0.765	0.445	1.281	

Note: Dependent variable: PI, * $p < 0.05$.

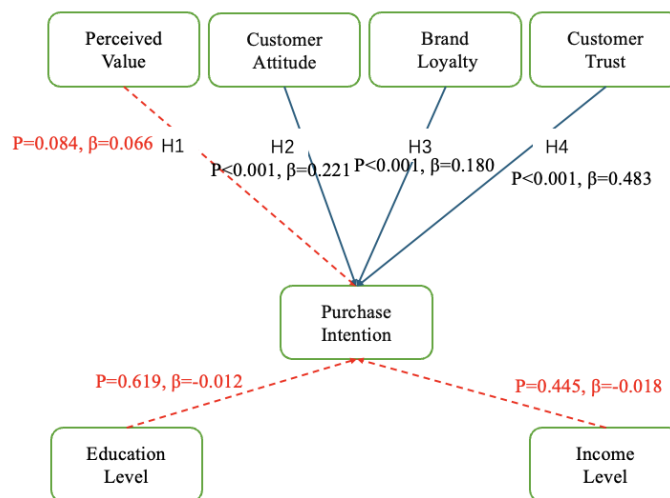


Figure 1: The Results of Structural Model

Source: conducted by author

Conclusion and Recommendation

Summary of the Study

Overall, out of 474 respondents, the majority of employees in this study are male (273, 57.6%), between the ages of 35 - 55 (187, 39.5%), live in city (240, 50.6%), had been use other sharing product (378, 79.7%), had been use sharing power bank 1-3 times (214, 45.1%), have a middle school degree and below (192, 40.5%) and earn below 5000 yuan per month (241, 71.9%).

Hypotheses testing reveals that all independent variables are statistically significantly less than 0.05. only perceive value showed value over 0.05 which leads to fail to reject the null hypothesis. Table 6.1 summarizes the hypotheses tested, which are shown below.

Table 5: Summary of the Hypothesis Testing Results

Statement of Null Hypothesis	p-value (<0.05)	Decision Results
Perceived value has no positive relation with purchase intention among Chinese customer towards sharing power bank.	0.084	Failed to reject Ho
Customer attitude has no positive relation with purchase intention among Chinese customer towards sharing power bank.	0.000	Rejected Ho
Brand loyalty has no positive relation with purchase intention among Chinese customer towards sharing power bank.	0.000	Rejected Ho
Customer trust has no positive relation with purchase intention among Chinese customer towards sharing power bank	0.000	Rejected Ho

The result reveals that the first-rank significant factor that impact purchase intention is customer trust ($\beta = 0.484$), the second-rank significant factor that impact purchase intention is customer attitude ($\beta = 0.221$), the third-rank significant factor that impact purchase intention is brand loyalty ($\beta = 0.178$).

About the control variables, the beta coefficients of education level ($\beta = -0.012$; $p = 0.619$) and income level ($\beta = -0.018$; $p = 0.445$) are negative; however, because their p-values are not statistically significant, the negative effect of education level and income level cannot be supported with purchase intention.

Table 6: Concentration on Dependent Variable with the Purchase Intention (PI)

Independent variable	Dependent Variable	p	Standardized Coefficient
Customer trust (CT)	Purchase intention (PI)	0.000	0.484
Customer attitude (CA)		0.000	0.222
Brand loyalty (BL)		0.000	0.176

Discussion and Conclusion

According to hypothesis testing results from the previous chapters, the result can conclude that customer attitude, brand loyalty and customer trust has a positive relation with purchase intention among Chinese customer towards sharing power bank.

- **Customer attitude, brand loyalty and customer trust has a positive relation with purchase intention among Chinese customer towards sharing power bank.**

The result of this study showed that customer attitude, brand loyalty and customer trust has a positive relation with purchase intention among Chinese customer towards sharing power bank which P-value are 0.000, 0.000 and 0.000. The findings of this study align with Yadav et al. 2017 attitude towards the products emerged as the most significant determinant of consumers' product purchase intention. Purchase intention is closely related to loyalty toward a brand or product (Martín-Consuegra et al., 2018)

Considering the findings, the author propose calculates to enhance purchase intention. It is recommended that service providers consistently refine the customer attitude brand loyalty and customer trust.

Further Studies

Due to the researcher's conclusion of this study on "Understanding purchase intention of Chinese customer towards sharing power bank: Energy Monster as example," it becomes evident that there are promising paths for further research that can deepen our understanding of the complex dynamics within the area of sustainable sharing power bank business.

Researchers suggest that future researchers who want to keep this path to study about the sharing power bank could investigate specific elements that shape customer attitudes, such as eco-friendliness or affordability, to identify which factors most influence purchase intentions and guide tailored messaging. All in all, these further studies would provide the sharing power bank company (Energy Monster) with data-based insights to build stronger customer attitudes, loyalty, and trust, effectively increasing customer purchase intention.

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