

Analysis of Influencing Factors on Purchase Intention of Customized Products Based on Rooting Theory

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Abstract: As the economic level rises, it is difficult for mass products to meet consumer demand, and consumers are beginning to pursue personalized and customized products or services. Various industries have also begun to implement customized marketing strategies, but exactly what factors affect the consumer's willingness to buy, this issue deserves more in-depth discussion. Therefore, this paper conducted semi-structured interviews with 26 consumers and coded the analysis with Zagan theory, and finally obtained six factors influencing the purchase intention of customized products: self-disclosure, perceived benefit, perceived risk, self-construal, trust and attitude.

Keywords: Customization; Purchase intention; Grounded Theory.

1. Introduction

The study of consumer purchase intention has been a popular research issue in the field of marketing, in which scholars have proposed numerous factors influencing consumer purchase intention, such as trust^[1], attitude^[2] etc., but the influencing factors show different characteristics with the change of scenarios. Online reviews and self-disclosure in the e-commerce domain^[3], green lifestyle in the green product domain^[4], and key opinion leaders in the webcasting domain^[5]. In practice, it has been found that customization services are often based on consumers' personal information, or even consumers' private information, and the consumer information held by the customization service provider may be voluntarily provided by the consumer or obtained through other channels. So is consumers' willingness to self-disclose, i.e., consumers' willingness to voluntarily provide relevant private information to customization service providers, a key factor influencing consumers' willingness to purchase customized products. In addition, what other important factors besides self-disclosure influence consumers' willingness to purchase customized products.

In view of the fact that there are fewer studies on customized product purchase intention in academia, this paper is difficult to draw important insights from the existing literature and theories, therefore, this paper will use the research method of in-depth interviews and the coding method of the rooted theory to determine the influencing factors of the purchase intention of the customized products, the specific research ideas are as follows: firstly, to take the interview subjects of the consumers who have the experience of purchasing the customized products to obtain a large amount of textual information through the interviews Secondly, a coding team was formed, and Nvivo 12.0 software was used to carry out open coding, spindle coding, and selective coding according to Shun. Finally, after the saturation test, the important influencing factors of purchase intention of customized products are confirmed.

2. Literature Review

Customization has always been a production marketing

strategy that has received more attention in the field of marketing. Since Davis proposed mass customization, customization has received the attention of mass producers, who began to try to combine mass production with customization^[6]. Although mass customization can enhance the competitiveness of enterprises, it is accompanied by the problem of high cost, which makes enterprises fall into the dilemma of revenue and cost. Therefore, most of the early studies on customization were from the producer's point of view, exploring the dilemma of revenue and cost. Franke et al. proposed from the customer's point of view that the biggest challenge in implementing a customization strategy is the ambiguity of customer needs^[7]. Wang et al. proposed from the enterprise's point of view that the challenge in implementing a customization strategy is the product module^[8]. Peng et al. proposed from the point of view that customization has the characteristic of nature of uncertainty perspective suggests that implementing customization strategy requires a strong information processing capability^[9]. With the changes in digital technology and consumer perceptions, the focus of customized marketing strategies has increasingly shifted to the individual consumer in the pursuit of achieving one-to-one customization. Wind and Rangaswamy argue that the next stage of mass customization should be customization-a consumer-centric corporate strategy that combines mass customization with customized marketing^[10]. Simonson proposes to move from segmentation to providing personalized and customized services^[11].

In summary, current research on customization has gradually shifted from a producer-focused approach, exploring mass customization, to a consumer-focused approach, exploring a greater focus on marketing customization. In the field of marketing, the study of purchase intention is the top priority, so the research in this paper is in line with the development trend of customization research.

3. Coding Analysis

This paper is a study of the influencing factors on the purchase intention of customized products, in order to ensure the validity, authenticity and breadth of information of the interview data, the interviewees should meet the following

requirements: ①they must have experience in purchasing customized products or have a certain degree of understanding and knowledge of customized products; ②there are certain differences in gender, education, occupation, etc.; ③they are willing to be interviewed by the

researcher and agree to use the interview content as the source material for the paper writing. Based on the above screening requirements, 26 interviewees were identified.

Subsequently, open coding, spindle coding and selective coding were performed on 26 cases and the results are shown in Figure 1:

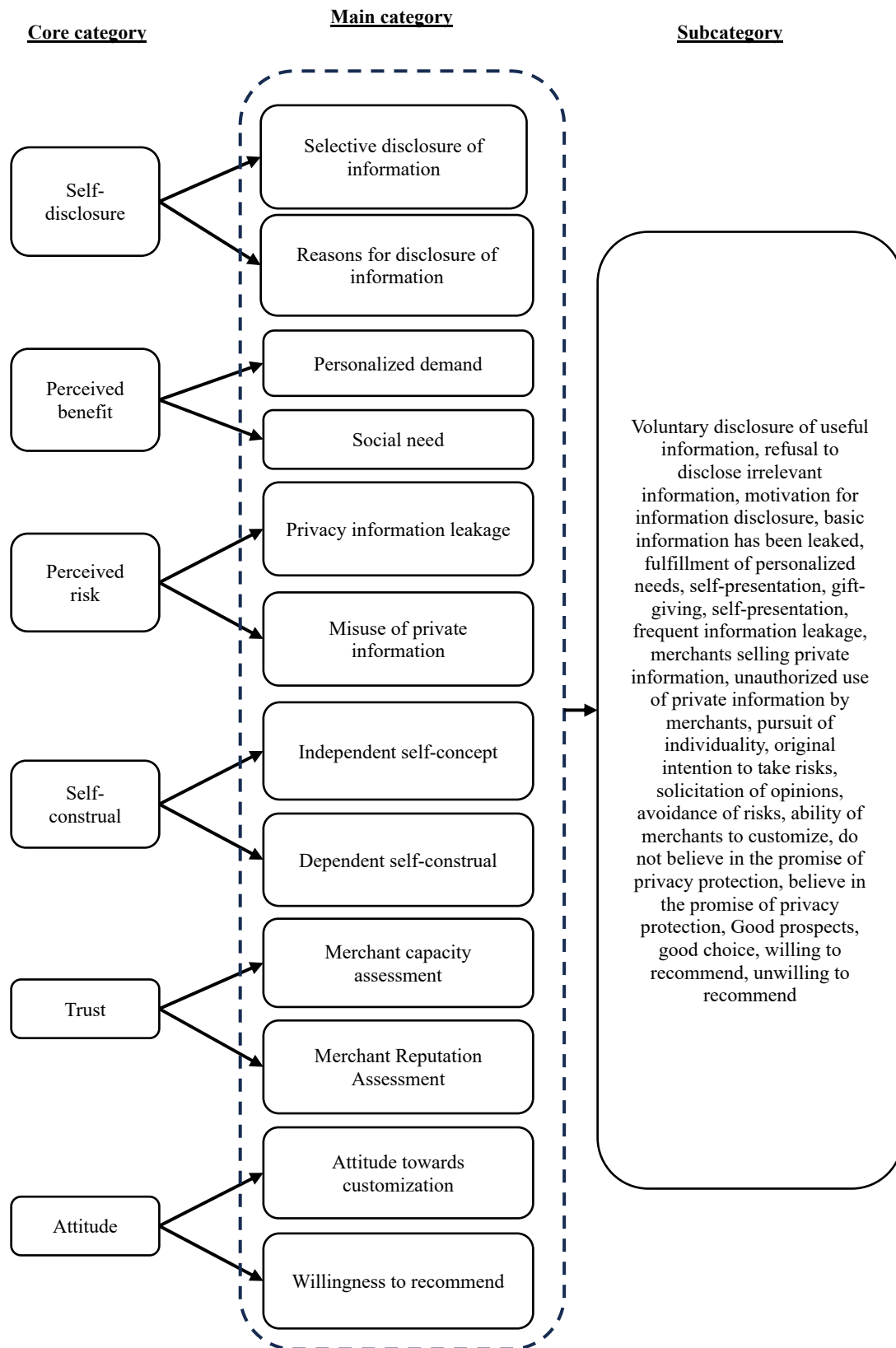


Figure 1. Coding results

4. Conclusions and Suggestions

Based on the above research, this paper identifies six factors that influence consumers' willingness to purchase customized products: self-disclosure, perceived benefit, perceived risk, self-construal, trust, and attitude. Different from the predefined five dimensions, this paper adds the dimension of self-conceptualization through actual interviews. Of these, self-disclosure and self-construal are more particular elements of the customization context. Therefore, first of all, merchants should increase consumers' willingness to self-disclose during the implementation of customized marketing strategies, such as clearly informing consumers of how their private information will be used, ensuring the security of consumers' information, and complying with data protection regulations. Second, merchants should identify customer segments, such as market segmentation based on basic information such as gender, geographic location, mental image, socioeconomic status and behavioral characteristics of consumers.

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