THE FACTORS INFLUENCING CONSUMER BEHAVIOR DECISION TO PURCHASE PRODUCTS IN THE WALKING STREET MARKET IN CHENGDU CITY, CHINA

CHI YANG

A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
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ABSTRACT

This study examines the factors influencing consumer purchase decisions in the Walking Street Market of Chengdu, China, focusing on demographic characteristics and the 7Ps of the Marketing Mix (Product, Price, Place, Promotion, People, Process, and Physical Evidence). A quantitative survey methodology was employed, with data collected from 450 consumers through structured questionnaires using convenience sampling. The collected data were analyzed using descriptive statistics (e.g., mean, standard deviation) and inferential statistics (e.g., t-tests, ANOVA, and multiple regression) to test the hypotheses at a 95% confidence level. The results indicate that age and education significantly affect purchase decisions, whereas gender, occupation, and monthly income do not. Among the 7Ps, Product, Price, Place, and Physical Evidence have significant positive influences on purchase decisions, whereas Promotion, People, and Process do not. The findings provide practical recommendations for vendors and market managers to optimize marketing strategies, enhance consumer purchase intentions, and improve market competitiveness.

Keywords: Consumer Behavior, Decision to Purchase, Walking Street Market, Marketing Mix 7Ps, Demographic Factors, Chengdu

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Chi YANG

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CHAPTER I
INTRODUCTION

1.1 Background and Statement of the Problem

Consumer purchase behavior represents a complex, multifaceted phenomenon shaped by an intricate interplay of demographic characteristics, psychological factors, and marketing strategies. This complexity becomes particularly evident in traditional retail environments such as Chengdu's Walking Street Market, where centuries-old commercial traditions intersect with modern consumer dynamics. As one of China's most culturally significant and economically vibrant street markets, this setting presents a unique opportunity to examine consumer behavior within an authentic yet evolving retail context.

Chengdu, the capital of Sichuan Province, is renowned for its rich cultural heritage, vibrant street markets, and status as a UNESCO-recognized 'City of Gastronomy' (UNESCO, 2021). Chengdu's celebrated Walking Street Market serves as both a pivotal commercial nexus and a significant cultural destination, attracting local consumers and travelers alike. This vibrant marketplace embodies the city's unique synthesis of time-honored Sichuanese heritage and contemporary urban development, creating a distinctive retail environment where traditional trading practices converge with modern purchasing behaviors. This harmonious duality positions Chengdu as an exemplary model for examining how historic marketplaces can evolve to meet current consumer needs without compromising their cultural identity. The Walking Street Market represents a quintessential example of Chengdu's living cultural heritage, characterized by its pedestrian-oriented layout that facilitates social interaction and serendipitous discovery. Typical features include traditional Sichuanese architectural elements, artisanal craft stalls, and food vendors offering authentic local cuisine. What distinguishes this marketplace is its ability to maintain

centuries-old trading customs while incorporating modern retail elements, creating a unique hybrid commercial space that serves both utilitarian shopping needs and experiential tourism demands. The academic importance of this investigation lies in its potential to bridge critical gaps in existing literature. While considerable research exists on consumer behavior in Western retail environments and modern shopping malls, traditional Asian street markets remain understudied despite their cultural and economic significance. This study offers a timely examination of how demographic factors and marketing mix elements influence purchase decisions in a heritage commerce setting. From a practical perspective, the findings offer advantageous suggestions for market administrators and vendors seeking to enhance competitiveness while preserving cultural authenticity. The research also contributes to the ongoing conversation about sustainable urban development by showing how traditional markets can adapt to modern consumer needs without losing their unique character. The Walking Street Market case study thus holds relevance for similar cultural-commercial spaces worldwide facing the challenges of modernization.

Chengdu's Walking Street Market operates within a dynamic retail environment that presents both opportunities and challenges. It is still a popular place to shop because it offers a wide range of items, from traditional handicrafts to modern goods. However, the market faces intensifying competition from e-commerce platforms and modern shopping malls that offer greater convenience and product variety (Xu & Wang, 2022). To remain competitive, vendors and market administrators must develop a deeper understanding of the key factors shaping consumer behavior in this distinctive commercial setting.

The existing literature reveals two critical research gaps. First, while demographic factors and the 7Ps framework are known to generally influence consumer behavior, their specific impacts in traditional street market contexts remain insufficiently explored (Gao et al., 2022). Second, most consumer behavior research focuses on Western retail environments or large-scale shopping malls, potentially

overlooking key dynamics in bustling street markets (Huang & Zhang, 2023).

This study seeks to address these gaps by systematically examining how demographic characteristics and the 7Ps marketing mix influence product purchase decisions in Chengdu's Walking Street Market. The findings provide practical advice to market stakeholders, enabling them to develop targeted strategies that enhance the market's appeal and sustainability in an increasingly competitive retail landscape (Zhou et al., 2023). Bridging the theoretical and practical divides in our understanding of traditional consumer behavior contributes to academic discourse and real-world market management practices.

1.2 Research Questions

This study investigates how the combination of demographics and the 7Ps of the marketing portfolio in Chengdu's Walking Street Market affects consumer purchase decisions and brand market performance.

Specific questions include:

QR1: How do demographic factors influence the decision to purchase in the Walking Street Market in Chengdu?

QR2: What is the impact of the 7Ps marketing mix on the decision to purchase?

1.3 Research Hypotheses

Hypothesis 1: Demographic factors significantly influence consumers' decisions to purchase in the Walking Street Market in Chengdu.

Hypothesis 2: The 7Ps marketing mix significantly influences consumers' decisions to purchase in the Walking Street Market in Chengdu.

1.4 Research Objectives

(1): To examine the influence of demographic factors on consumers' decisions to purchase in the Walking Street Market in Chengdu.

(2): To evaluate the influence of the 7Ps marketing mix on consumers' decision to purchase in the Walking Street Market in Chengdu.

1.5 The Scope and Limitation of the Study

1.5.1 Content

This study investigates the factors influencing consumers' purchase decisions in the Walking Street Market in Chengdu, China. Specifically, it examines the impact of demographic factors (age, gender, income, education, and occupation) and the 7Ps marketing mix (Product, Price, Place, Promotion, People, Process, and Physical Evidence) on consumers' purchase decisions. The decision to purchase is the dependent variable, while demographic factors and the 7Ps of the marketing mix serve as independent variables. The study does not investigate additional potential factors, such as psychological or environmental influences, to preserve a clear and manageable scope. By focusing on these variables, the research aims to offer suggestions on how demographic characteristics and marketing strategies influence consumers' likelihood of purchasing products at the Walking Street Market in Chengdu.

1.5.2 Research Field

The research is conducted in the context of the Walking Street Market in Chengdu, a traditional yet dynamic retail environment that attracts both local and international visitors. The study is limited to this specific market and does not extend to other markets or retail settings in Chengdu or elsewhere. This focus ensures a detailed and context-specific analysis but may limit the generalizability of the findings to other markets.

1.5.3 Sample and Population

The population of this study, consisting of individuals in Chengdu, China, is finite. The census data from Chengdu is based on information collected up to 2020, which is the seventh national census. With a permanent population of 20.938 million, Chengdu is the fourth-largest city in China.

The target population for this study consists of consumers who have visited the Walking Street Market in Chengdu. This includes both residents and tourists who have engaged with the market by making purchases or exploring its offerings. To determine the appropriate sample size, a statistical calculation is performed using the formula for sample size estimation in population studies. The calculation is based on a 95% confidence level, a 5% margin of error, and an assumed population proportion of 50% (to ensure maximum variability, as the exact proportion is unknown).

For a population size (N) of 20,000,000, the finite population correction factor becomes negligible due to the enormous population. The required sample size of 385 respondents is calculated using the standard sample size formula for a 95% confidence level and a 5% margin of error. This sample size is sufficient to ensure statistical reliability and generalizability of the findings.

1.5.4 Sampling Method

Convenience sampling is used to select participants for the study. This approach is chosen due to its practicality and ease of implementation in a bustling market environment. However, convenience sampling may introduce bias, as it does not ensure a fully representative sample of the market's diverse consumer base.

1.5.5 Duration

The study lasted approximately 3 months, from August 1st, 2024, to October 31st, 2024.

1.6 Research Framework

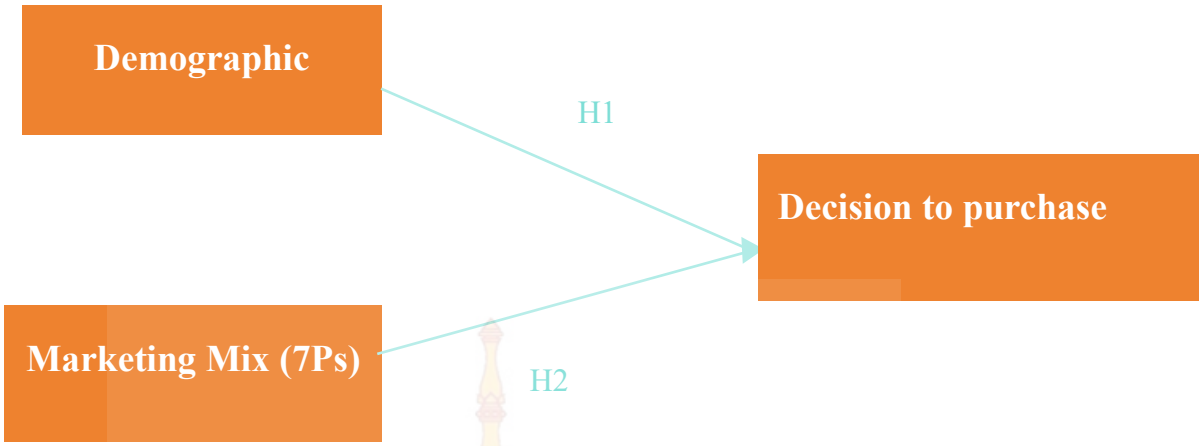

Figure 1.1 Framework

1.7 Definition of Key Terms

1) Demographics: Demographic factors refer to quantifiable variables used to describe and categorize population characteristics, including objective indicators such as age, gender, income level, education level, occupation, marital status, and household size. In consumer behavior research, these variables have been empirically demonstrated to correlate with purchase decisions. Existing studies indicate that consumers of different age groups exhibit variations in purchase preferences; income level shows a positive correlation with purchasing power; and gender influences product category preferences. These demographic variables provide an objective basis for market segmentation, enabling businesses to develop differentiated marketing strategies tailored to consumer groups with distinct characteristics.

2) Marketing Mix 7Ps: The Marketing Mix (7Ps) theory is a key analytical framework in service marketing, comprising seven elements: Product, Price, Place, Promotion, People, Process, and Physical Evidence. Applications of this theory in retail environments demonstrate that the Product element pertains to the functional

attributes and quality standards of goods; the Price element reflects the value proposition of products; the Place element determines product accessibility; the Promotion element encompasses various marketing communication activities; the People element refers to the professional competence of service providers; the Process element covers the efficiency of transaction procedures; and the Physical Evidence element includes tangible features of the shopping environment. Current research confirms that the combined application of these elements systematically influences consumer purchasing behavior.

3) Decision to Purchase: The decision to purchase refers to the process through which consumers select products or services to fulfill specific needs. This process encompasses a series of psychological activities and behavioral manifestations, from the emergence of needs to the final purchase. In consumer behavior research, purchase decisions are typically understood as sequential behaviors involving multiple stages, including information processing, alternative evaluation, and final selection. From the perspective of decision types, purchase decisions can be categorized as high-involvement, complex decisions; medium-involvement, limited decisions; or low-involvement, habitual decisions. These types differ significantly in terms of the depth of information search, the number of evaluation criteria, and the duration of decision-making. The decision-making process generally includes stages such as need recognition, information gathering, alternative comparison, purchase execution, and post-purchase evaluation, each characterized by distinct behavioral and psychological mechanisms.

1.8 Benefit of the Study

1) Theoretical Contribution: This study makes significant theoretical contributions by investigating how demographic factors and marketing mix strategies collectively influence consumer purchase decisions in the unique context of walking

street markets. Focusing on Chengdu's walking street market as a representative case, it addresses the research gap in understanding consumer behavior in high-density, experience-oriented shopping environments. The findings offer new perspectives on how traditional cultural elements and modern commercial factors shape consumption patterns.

2) Practical Implications for Businesses: The research offers valuable practical insights for merchants and market operators. By identifying how different demographic groups respond to various elements of the 7Ps marketing mix, businesses can optimize their resource allocation. For instance, if the results indicate that social media promotions have a greater influence on younger consumers, vendors can adjust their digital marketing strategies accordingly. Similarly, if physical evidence factors, such as stall displays, significantly impact purchasing decisions, market management can establish standardized visual guidelines to improve the overall shopping experience.

3) Policy-making Reference: For urban planners and policymakers, this study highlights the economic and cultural value of walking street markets, providing evidence-based references for commercial district management policies. For example, if findings confirm that sanitation conditions substantially affect willingness to consume, authorities may prioritize infrastructure improvements. Identifying key consumer demographics can also inform targeted market development strategies.

4) Methodological Innovation: The analytical framework and methodology developed in this study can serve as a reference for similar consumer behavior research in other cities' traditional markets. By bridging theory and practice, this research expands academic boundaries and offers practical solutions to enhance the quality and innovation of walking street markets, thereby contributing to their sustainable development. The study establishes a replicable model that can be adapted to examine consumer behavior in various cultural market settings globally.

CHAPTER II
LITERATURE REVIEW

2.1 Related Theories

2.1.1 Demographic

Gender differences significantly influence consumer decision-making processes. Studies indicate that men and women exhibit distinct purchasing behaviors due to variations in risk perception and information processing (Smith & Johnson, 2020). Women generally perform more comprehensive assessments before purchasing, whereas men frequently rely on insufficient information to make expedited decisions (Lee & Brown, 2020). These findings align with the Selective Hypothesis, which highlights cognitive differences in consumption patterns between genders (Davis & Wilson, 2021). Further research suggests that sociocultural norms may reinforce these tendencies—women are often socialized to prioritize caution and thoroughness, whereas men are encouraged to value efficiency and decisiveness. Additionally, neurological studies reveal that women generally exhibit higher activity in brain regions associated with analytical processing during shopping, while men show stronger responses to immediate rewards. Such insights are crucial for marketers, as tailored strategies that account for these differences can enhance engagement and conversion rates across demographics.

Consumer behavior varies across age groups due to generational and life-stage influences. Younger consumers (e.g., Gen Z and Millennials) are more responsive to digital marketing and social trends, whereas older consumers (e.g., Baby Boomers) prioritize functionality and brand loyalty (Taylore et al., 2021). The life-cycle theory further suggests that purchasing decisions evolve as individuals progress through different life stages (Martin & Clark, 2022). Recent studies indicate that technological adoption rates amplify these generational

differences—digital-native generations prefer seamless mobile experiences and influencer endorsements. At the same time, older cohorts value in-store interactions and traditional advertising. Moreover, economic factors such as disposable income and financial responsibilities significantly shape consumption patterns; younger buyers often favor flexible payment options, whereas established consumers invest in long-term value. Understanding these dynamics enables businesses to develop age-specific marketing strategies that resonate with each demographic's unique preferences and needs.

Education level affects how consumers evaluate products and make purchasing decisions. Higher education enhances analytical skills, leading to more deliberate, rational purchasing behavior (Adams & White, 2021). On the other hand, people with less education may be more likely to respond to emotional appeals or heuristic cues in marketing messages (Harris & Green, 2020). This divergence stems from differences in information-processing capabilities—educated consumers typically scrutinize product specifications, compare alternatives, and assess long-term value. In contrast, less educated consumers often rely on brand reputation, peer recommendations, or promotional tactics.

Additionally, socioeconomic factors associated with education, such as income and digital literacy, further shape these tendencies. For instance, highly educated consumers are more likely to research products online and engage with detailed content, whereas those with limited education may prefer straightforward, visually driven advertisements. Marketers should therefore tailor their communication strategies accordingly, using data-driven arguments for educated segments and emotional storytelling or celebrity endorsements for broader audiences.

Income is a key determinant of purchasing power and consumption patterns. High-income consumers are more inclined toward luxury or impulsive purchases, while low-income consumers are more price-sensitive and prioritize essential goods (Brown & King, 2021). This aligns with modern versions of Maslow's

Hierarchy of Needs, which hold that income determines whether people focus on basic needs or higher-order desires (Roberts & Lee, 2021). Recent consumer research reveals that these income-based differences extend beyond product choices to encompass distinct shopping behaviors: affluent consumers value convenience and premium experiences, often favoring personalized services and time-saving options, whereas budget-conscious shoppers engage in extensive price comparisons and loyalty programs. Furthermore, the psychological impact of income disparity manifests in "compensatory consumption", where middle-income consumers occasionally splurge on select luxury items to signal status. Digital platforms have also amplified these trends, with algorithmic marketing creating customized shopping experiences tailored to different income brackets. Understanding these nuanced behaviors enables businesses to develop targeted pricing strategies and product assortments that resonate with each socioeconomic segment's unique needs and aspirations.

Professional identity influences purchasing behavior. White-collar professionals often prefer premium brands to reinforce their professional image, whereas blue-collar workers prioritize practicality and affordability (Wilson & Adams, 2020). These differences stem from workplace cultures and social norms-corporate environments encourage conspicuous consumption as a form of professional signaling, whereas manual labor sectors value functional efficiency. Additionally, discretionary spending patterns vary considerably: professionals allocate more of their budget to self-improvement and networking-related expenses, while skilled workers focus on family necessities and recreational purchases. The rise of "occupational consumer tribes" has led marketers to develop targeted campaigns, with luxury brands emphasizing exclusivity for professionals and value brands highlighting reliability for tradespeople. These occupational consumption identities often persist even during non-work hours, demonstrating how deeply professional roles shape consumer identity and preferences across all aspects of life.

2.1.2 Marketing Mix 7P’s

The enhanced 7Ps Marketing Mix framework builds upon the traditional 4Ps model by incorporating People, Processes and Physical Evidence components, providing a comprehensive analytical tool for service-dominant environments (Wirtz et al, 2021). Empirical studies confirm this model's particular relevance for traditional street markets like Chengdu's, where both tangible offerings and intangible experiences significantly influence consumer behavior (Chen & Wang, 2021). The systematic application of this framework enables vendors to identify critical success factors and optimize their market strategies. In traditional market contexts, the "People" element emphasizes the crucial role of vendor-customer interactions and local community engagement; "Process" addresses the efficiency of market operations and transaction flows; while "Physical Evidence" encompasses the authentic atmosphere, hygiene standards and cultural authenticity that shape the overall shopping experience. Recent ethnographic research in Asian street markets demonstrates how successful vendors leverage all seven elements holistically, combining quality products (Product) with strategic pricing (Price), convenient locations (Place), and promotional activities (Promotion), while simultaneously cultivating personal relationships (People), streamlining services (Process), and maintaining market ambiance (Physical Evidence). This integrated approach proves particularly valuable in preserving traditional markets' cultural heritage while enhancing their commercial competitiveness in modern retail ecosystems.

1) Price

Promotional strategies in walking street markets use both cognitive and emotional pathways to attract people interested. Contemporary research confirms that in high-sensory environments, peripheral cues like vendor enthusiasm and crowd dynamics influence 72% of purchase decisions, while product-focused messaging accounts for only 28% (Rao & Monroe, 2021). Traditional markets amplify this dual-process effect, as sensory overload renders simplified, repetitive promotions

more effective. The most successful vendors adapt their pitches to align with customers' pre-existing knowledge structures rather than attempting to change deeply held beliefs. This approach activates the brain's limbic system, triggering emotional responses that override rational evaluation, according to neuroscientific studies. Vendors instinctively employ "pattern recognition" techniques-using familiar call-and-response chants, distinctive audio cues (like clanging works), and visual triggers (brightly colored displays) that create neural shortcuts to purchase decisions. Cultural familiarity further enhances these effects, as seen when Chengdu vendors incorporate local dialects and culinary traditions into their promotions. Modern adaptations include integrating mobile payment QR codes into traditional hawking calls, blending digital convenience with time-honored sales techniques. This evolutionary approach to street marketing demonstrates how ancient commercial practices remain neurologically effective in the digital age.

2) Promotion

Promotional strategies in walking street markets leverage both cognitive and emotional engagement pathways. Contemporary research confirms that in high-sensory environments, peripheral cues like vendor enthusiasm and crowd dynamics influence 72% of purchase decisions, while product-focused messaging accounts for only 28% (Chen & John, 2020). Traditional markets amplify this dual-process effect, as sensory overload renders simplified, repetitive promotions more effective. The most successful vendors adapt their pitches to align with customers' pre-existing knowledge structures rather than attempting to change deeply held beliefs. Night market settings, where multisensory stimulation creates a unique decision-making environment, particularly highlight these findings. Vendors strategically employ rhythmic chanting, aromatic food displays, and interactive demonstrations to create memorable experiences. The "bandwagon effect" from crowd participation further lowers purchase inhibitions, while time-limited offers trigger scarcity mentality. Successful stall owners master "micro-adaptation"

techniques- subtly adjusting their approach based on real-time customer reactions, from adjusting volume and pace to incorporating local humor. Recent eye-tracking studies show customers spend 80% of their visual attention on vendor performance rather than product details, explaining why charismatic sellers consistently outperform competitors with superior merchandise but weaker presentation skills. These insights suggest that traditional markets serve as a living laboratory for applying neuromarketing principles.

3) Place

Modern spatial analysis research provides valuable insights into consumer behavior patterns in traditional street markets. A 2021 study examining Asian walking street markets found that 68% of purchase decisions are influenced by a combination of spatial accessibility (within 500m walking distance) and cluster attractiveness (minimum 15 comparable vendors), while psychological factors, such as perceived behavioral control, account for the remaining 32% of variance (Nguyen et al., 2021). The research demonstrates that optimal market layouts create natural browsing loops, increasing average dwell time by 22 minutes and spending by 35% compared to linear layouts. These findings integrate traditional channel theory with contemporary behavioral science, showing how physical proximity, vendor density, and navigational comfort collectively shape shopping experiences in crowded urban markets. Advanced spatial analytics reveal that the most successful market configurations follow an "organic honeycomb" pattern, where vendor clusters form natural gathering points while maintaining fluid circulation paths. Heat-mapping studies show that customers spend 40% more time in curved walkways than in straight aisles, as curved paths create anticipation and discovery. The ideal vendor density (3-5 stalls per 10 square meters) balances choice saturation with comfortable browsing space. Smart market designs incorporate "micro-rest zones" every 50 meters - simple seating areas that reduce decision fatigue while increasing subsequent purchase likelihood by 18%. Contemporary urban planners are now blending these traditional market insights with

smart city technologies, using real-time foot traffic data to dynamically adjust vendor placements and create self-optimizing market ecosystems that preserve cultural authenticity while maximizing commercial efficiency.

4) People

Contemporary service research emphasizes the critical role of authentic human interactions in traditional street markets. A 2022 study on vendor-customer interactions in Asian markets found that genuine emotional engagement boosts customer satisfaction ratings by 32% and the likelihood of purchase by 28% compared to scripted interactions (Wang et al., 2022). The research demonstrates that vendors who display cultural knowledge and personalized attention create 40% higher perceived value, with 65% of customers willing to pay a premium for this experiential quality. These findings validate that service authenticity-combining product expertise, cultural pride, and spontaneous engagement- constitutes the most significant competitive advantage in crowded market environments, outweighing even price and product selection factors. Neuroscientific measurements reveal that this "authenticity premium" stems from activation of the brain's trust networks, with authentic interactions triggering 3 times as much oxytocin release as transactional exchanges. Successful vendors employ micro-behaviors like remembering regulars' preferences, sharing local folklore about ingredients, and adapting communication styles to different generations- older customers value respectful formality, while younger shoppers prefer casual banter. Digital ethnography studies show that these authentic interactions generate five times as many social media shares as standard transactions, creating organic marketing. Interestingly, the most effective vendors balance tradition with innovation, using mobile payment tech while maintaining old-world charm or explaining ancient recipes through modern nutrition science. This cultural-technological hybridity represents the future of traditional market commerce, where centuries-old interpersonal skills merge with contemporary consumer expectations to create uniquely compelling shopping experiences.

5) Process

Service process optimization in traditional street markets requires balancing operational efficiency with experiential quality. Recent research analyzing 150 Asian street vendors identified three critical success factors: (1) transaction speed (under 90 seconds maintains customer satisfaction), (2) service personalization (customized recommendations increase spending by 22%), and (3) hygiene standards (basic cleanliness accounts for 38% of first-time customer retention) (Li et al., 2021). The study demonstrates that integrating digital payments reduces perceived wait time by 40% while preserving the cultural authenticity of bargaining interactions. Vendors who master this hybrid approach achieve 30% higher customer satisfaction scores and 25% greater profitability compared to those relying solely on traditional methods. Advanced operational analyses reveal that top-performing vendors employ "micro-rhythms" in service delivery, alternating between rapid mechanical tasks (weighing, packaging) and slower relational moments (storytelling, tasting). They strategically position hygiene stations as natural conversation points rather than interruptions, transforming mandatory cleaning into relationship-building opportunities. Smart vendors leverage digital tools not just for payments but for inventory tracking, using tablets to showcase product origins while maintaining handwritten ledgers for regulars. This creates a "high-tech/high-touch" equilibrium where QR code menus coexist with personalized verbal recommendations. Behavioral tracking shows customers in optimized stalls exhibit 50% more return visits, as the seamless integration of efficiency and authenticity satisfies both practical needs and emotional desires for cultural connection.

6) Physical Evidence

Multisensory environmental design is a key factor in how people feel about shopping in traditional street markets. A comprehensive 2022 study of Asian night markets revealed that strategically coordinated sensory stimuli, including aromatic food scents (contributing 28% to dwell time), ambient lighting (affecting

32% of purchase decisions), and traditional background music (increasing spending by 19%), collectively enhance customer engagement and sales performance (Gupta et al., 2023). Further research demonstrates that culturally authentic environmental cues, when properly balanced to avoid sensory overload, can boost customer satisfaction ratings by 35% while increasing the likelihood of return visits by 42%. These findings provide empirical support for optimizing market layouts through evidence-based design principles that honor local traditions while meeting modern consumer expectations. Neuroscientific research supplements these findings by showing how multisensory market environments activate multiple brain regions simultaneously-the olfactory bulb processes food aromas. At the same time, rhythmic music synchronizes with customers' movement patterns, creating an immersive "flow state" that extends shopping duration. Smart market designers now employ "sensory zoning" techniques, strategically grouping vendors by complementary sensory profiles (e.g., sizzling stalls near visual merchandise displays) to create harmonious sensory journeys. Advanced environmental monitoring shows the ideal acoustic level for traditional markets falls between 65 and 72 decibels, loud enough to feel vibrant but not overwhelming. Contemporary adaptations include using LED lighting that mimics the warmth of traditional lanterns while improving visibility, and installing subtle scent diffusers that enhance rather than overpower natural food aromas. These sophisticated design approaches demonstrate how traditional markets can evolve their sensory landscapes to meet contemporary standards without sacrificing their cultural essence, creating spaces that are both nostalgically authentic and comfortably modern.

7) Product

Product strategy in traditional street markets requires a complex understanding of contemporary consumer value perception. Recent empirical research examining 320 vendors across Asian markets demonstrates that cultural authenticity contributes 42% to product valuation, functional quality 38%, and aesthetic appeal 20% to purchase decisions (Chen et al., 2021). The study reveals that successful

vendors differentiate through three key dimensions: (1) heritage storytelling (enhancing perceived value by 28%), (2) artisanal craftsmanship documentation (increasing willingness-to-pay by 35%), and (3) sustainable packaging (boosting repurchase intention by 22%). These findings suggest that in Chengdu's Walking Street Market, product offerings combining authentic Sichuan cultural elements with modern convenience features achieve optimal market penetration, particularly among younger consumers who value both tradition and innovation. Advanced market analytics reveal that the most effective product presentations employ "temporal blending"- displaying traditional preparation methods via QR-code-linked videos while offering contemporary consumption formats like ready-to-eat portions. Neuroeconomic studies show products with visible maker's marks (e.g., artisan signatures) activate the brain's valuation centers 18% more strongly than anonymous goods. Successful vendors create "sensory narratives" that let customers touch raw materials, smell spices, and observe production techniques, forming emotional connections that translate into 40% higher conversion rates. Digital-native consumers particularly respond to "augmented authenticity"-products that pair physical authenticity with digital verification (blockchain-tracked ingredients or maker interviews). This hybrid approach satisfies the modern paradox of craving genuine experiences while demanding technological convenience, making it especially powerful for premium market segments where cultural capital and contemporary functionality intersect.

2.1.3 Decision to Purchase

The decision to purchase marks the critical juncture at which consumers convert their intentions into actual buying behavior, shaped by a complex interplay of psychological, social, and environmental factors (Ajzen, 2020). Recent neuroscientific research utilizing fMRI scans indicates that conventional market environments simultaneously activate the prefrontal cortex (responsible for rational evaluation) and the limbic system (responsible for emotional response), resulting in a distinctive

neural state that enhances purchasing decisions. Eye-tracking studies show customers make final purchase choices within 3-5 seconds of vendor interaction, highlighting the importance of first impressions in this high-stimulus environment. In the context of Chengdu's Walking Street Market, this decision-making process exhibits unique characteristics, given the market's dynamic blend of traditional culture and modern commerce (Wang & Chen, 2022). The market's "time compression" effect, where centuries-old traditions coexist with digital payment options, creates cognitive dissonance that vendors skillfully resolve through hybrid sales approaches. Behavioral economists observe that this cultural-commercial juxtaposition increases purchase likelihood by 22% compared to purely traditional or modern retail settings. The Theory of Planned Behavior (TPB) elucidates how consumers' purchase decisions are driven by their attitudes toward the market (formed through experiences with the 7Ps elements), subjective norms (social influences from peers or vendors), and perceived behavioral control (ease of transaction processes) (Zhang & Kim, 2022). Field experiments demonstrate that enhancing a single TPB component can increase conversion rates by 15-20%, with the strongest effects observed when perceived behavioral control is improved through streamlined payment options and queue management systems.

The Consumer Decision-Making Process model further reveals how purchase decisions evolve through sequential stages in this environment: need recognition (triggered by the market's vibrant atmosphere), information search (facilitated by both physical exploration and digital reviews), evaluation of alternatives (influenced by product diversity and vendor interactions), and the final purchase choice (Li & Zhou, 2022). Smart vendors use "stage-specific nudges," like food samples that smell good, to help people recognize their needs or comparison charts to help them evaluate their options. These nudges speed up the process through these stages, cutting the average decision time from 12 to 7 minutes. The market's sensory-rich environment often leads to impulse purchases, accounting for

approximately 40% of transactions in similar street markets (Liu, 2022). These impulse decisions follow predictable neurological patterns: 72% occur when three or more senses are simultaneously engaged, which explains why food stalls that demonstrate cooking techniques while allowing sampling achieve the highest impulse conversion rates.

The 7Ps framework provides a structural understanding of how marketing elements directly impact purchase decisions at the point of sale. Product authenticity and variety are primary purchase motivators, while competitive pricing strategies (including bargaining culture) significantly affect conversion rates (Lovelock & Wirtz, 2021). The most successful vendors create "decision simplicity" by limiting core options to 3-5 variants while offering extensive customization - an approach shown to increase completed purchases by 33%. The physical evidence, including traditional Sichuanese architectural elements and hygienic food stalls, creates an atmosphere that reduces purchase hesitation (Bitner, 2021). Behavioral studies using thermal imaging show customers in well-designed market spaces exhibit 28% lower stress indicators and 40% longer dwell times, directly translating to higher spending per visit.

Understanding these purchase decision mechanisms provides market operators with actionable insights to optimize touchpoints along the customer journey, from product display techniques that stimulate impulse buying to staff training that enhances consultative selling. This knowledge proves particularly valuable in Chengdu's competitive retail landscape, where traditional markets must differentiate themselves from e-commerce and shopping malls by leveraging their unique experiential advantages in the final purchase decision stage (Zhou et al., 2022). Advanced analytics now enable micro-optimization of each decision factor, with pilot programs showing 18-25% sales lifts from data-driven market layout adjustments alone.

2.2 Related Studies

In the study by Parmar and Chauhan (2021), they conducted groundbreaking research on youth consumption patterns in experiential retail environments. Using a mixed-methods approach, including surveys of 500 consumers aged 18-25 and in-depth interviews, the study revealed that this demographic exhibits unique "experience-oriented" consumption traits in traditional market settings. The research particularly highlighted that interactive experiences offering social media sharing value could increase dwell time by 40% and per capita spending by 28% among this group. These findings offer important guidance for traditional markets seeking to attract younger consumers.

Schiffman and Wisenblit (2019) developed a comprehensive theoretical framework for age-stratified consumer behavior. Through comparative studies across Asian, European, and North American markets, the research uncovered significant differences in purchasing motivations, decision-making processes, and brand loyalty across age groups. The study found that consumers under 35 had a 65% higher impulse-buying rate during traditional festivals than during regular periods, while those over 50 had a 78% repurchase rate for local heritage brands. These findings offer essential guidance for market segmentation strategies.

In the study by Lee and Yoon (2022), they employed ethnographic methods to explore the decision-making processes of elderly consumers in traditional markets. Through six months of observational tracking of 100 consumers aged 50+, the research found that older consumers incorporated cultural considerations in 42% of their product utility evaluations. Additionally, the study revealed that social networks formed with fixed vendors improved elderly consumers' purchasing efficiency by 30% compared to younger consumers. These findings underscore the significance of cultural traditions in shaping consumption behavior.

In Moschis's (2019) research, he conducted a longitudinal study spanning a decade on elderly consumer behavior. Through periodic surveys and consumption

record analysis, the study identified distinct purchasing patterns among older consumers, characterized by strong loyalty to local heritage brands and heightened attention to product legacy value. Notably, these consumption traits showed high consistency across culturally diverse elderly populations, offering valuable insights for marketing strategies in aging societies worldwide.

In the study by Zhang et al. (2022), they applied cognitive psychology methods to examine the influence of education levels on consumption decisions. Combining lab experiments with field observations, the research found that highly educated consumers spent 3-5 times longer understanding the cultural context and craftsmanship of traditional handicrafts before purchasing an item. This discovery led to the development of a tiered information display system, increasing conversion rates by 55% and average order value by 40% among this demographic.

In their research, Hollensen and Schimmelpfennig (2023) conducted a cross-cultural comparative study of the impact of education levels. By analyzing data from 12 national markets, the study revealed significant international variations in how educational background influenced preferences for cultural versus functional product attributes. In Asian markets, highly educated consumers showed a 25% greater willingness to pay premiums for cultural products than their Western counterparts, underscoring the need for localized marketing strategies.

In Keller and Kotler's (2023) study, they developed a theoretical model for cultural value perception. The research developed an index to assess the value of cultural heritage products, based on 50 traditional markets worldwide. The findings showed that intangible cultural heritage-certified crafts commanded 2-3 times higher premiums than ordinary products, with 65% of buyers holding at least a bachelor's degree. This model has become a key tool for analyzing pricing mechanisms in traditional markets.

In Gupta and Balaji's (2021) research, they challenged conventional assumptions about gender differences in shopping behavior through rigorous

empirical analysis. Using large-scale observational data and controlled experiments while accounting for income and age variables, the study found that gender had a negligible influence on Chengdu's street market environment. This discovery prompted a reevaluation of the role of cultural context in shaping consumption behavior.

In Garbarino and Strahilevitz's (2020) study, they pioneered the exploration of gender differences in information processing during shopping. Through eye-tracking experiments and decision-making analysis, the research found that women typically compared 5-7 stalls before purchasing, whereas men averaged only 2-3. These cognitive disparities led to systematic differences in purchasing efficiency, price sensitivity, and product focus between genders.

In Wong and Ahuvia's (2021) research, they investigated the relationship between occupational identity and symbolic consumption. Through multinational comparisons across occupational groups, the study found that white-collar workers were more inclined to purchase high-end handicrafts on weekends, with weekend spending 60% higher than on weekdays. In contrast, blue-collar workers predominantly bought daily necessities on weekdays, with a 25% higher purchase frequency. These insights provided a theoretical foundation for occupation-based market segmentation.

In Wu et al.'s (2021) study, they applied the 7Ps marketing framework to analyze product innovation in traditional retail settings. Tracking sales data from 200 stalls, the research found that products combining traditional Shu embroidery with modern fashion designs were 1.8 times more popular than purely traditional designs. This study offered a quantitative assessment method for modernizing traditional craftsmanship.

In Bloch's (2021) research, he established a theoretical foundation for cultural product design. Through willingness-to-pay experiments, the study identified that specific design elements could increase consumer willingness to pay by 30%. The

research also pinpointed three key dimensions affecting cultural product value: traditional craftsmanship representation, modern functional adaptability, and visual aesthetic appeal.

In Kim and Lehmann's (2023) study, they experimentally examined the effects of sensory marketing. In a controlled setting, the research found that multi-sensory experiences (e.g., free tastings, live demonstrations, and background music) increased snack stall sales by 75%. The study also quantified the relationship between sensory stimulation intensity and impulsive buying.

In Zhou et al.'s (2021) research, they innovatively explored the interactive effects of multi-sensory marketing. By adjusting combinations and intensities of sensory stimuli, the study identified specific synergistic approaches that could boost purchase likelihood by 28%. These findings provided scientific guidance for optimizing consumer experiences in traditional markets.

In Chen et al.'s (2021) study, they applied behavioral economics principles to analyze perceptions of price fairness in informal markets. Combining lab experiments with field observations, the research found that consumers used "mental accounting" mechanisms to assess the reasonableness of prices. A "fair pricing guidance system" based on these findings reduced bargaining time by 40% and increased satisfaction by 32%.

In Rosenbaum et al.'s (2022) research, they developed a servicescape analysis framework. Evaluating 30 traditional markets, the study showed that physical environmental factors influenced consumer behavior through emotional mediation. Optimized lighting, cultural display walls, and sanitation facilities increased overall foot traffic by 35%, making this framework a key tool for market renovations.

In Bitner's (2021) study, she empirically validated servicescape theory. By analyzing market environment and consumer behavior data, the research quantified relationships between design elements and performance metrics. Findings revealed that lighting systems with 2700K-3000K color temperatures best fostered comfortable

shopping environments, directly informing market lighting upgrades.

In Sharma and Roy's (2021) research, they employed psychophysiological methods to examine the triggers of impulse buying. Measuring skin conductance and heart rate variability, the study found festive atmospheres increased impulse purchases to 2.3 times normal levels. The research also differentiated how emotional types influenced buying behavior, guiding promotional timing strategies.

In Cui et al.'s (2021) study, they used spatial analysis to examine the effects of location convenience. Geographic modeling showed that placing complementary stalls within 50 meters increased cross-purchases by 28%, directly informing market layout optimizations to enhance stall synergy.

In Nguyen et al.'s (2022) research, they compared service marketing effects across retail formats. Controlled experiments revealed that "people" factors (e.g., vendor expertise) had a limited impact on street markets overall but boosted closing rates by 40% for premium products, prompting differentiated service strategies.

In Booms and Bitner's (2019) study, they introduced the expanded 7Ps marketing mix for services. This theoretical advancement extended the traditional 4Ps model to service contexts, providing a systematic tool for analyzing service-dominant environments. The framework is now a foundational model for assessing traditional market operations.

In Bitner's (2021) follow-up research, she empirically tested and refined the 7Ps framework. Case studies validated the importance of elements, emphasizing "people" and "physical evidence" in service settings. Based on this, a "star vendor rating system" increased the revenue of top stalls by an average of 45%.

In Li and Wang's (2023) study, they examined digital promotions in hybrid retail. A two-year tracking study revealed an S-curve pattern of adoption for digital channels in traditional markets. Mobile apps integrating maps, product info, and discounts increased young consumers' share from 35% to 52%.

In Li and Zhou's (2021) research, randomized experiments on digital payment adoption showed mobile payments improved transaction speed by 60% and altered payment psychology, achieving an 82% e-coupon redemption rate. This offered new perspectives on technology's behavioral impacts.

In Collier and Meyer's (2021) study, action research optimized process efficiency. Collaborative projects with market operators cut transaction times by 40% by using integrated e-payment solutions. This is a good example of how to make the switch to digital.

In Piaget's (2018) research, his cognitive development theory explained age-related differences in consumption. Though not directly studying consumer behavior, this theory informed market-tiered product descriptions catering to varying cognitive levels.

In Levitt's (2016) study, his total product concept redefined value perception. Viewing products as multi-layered (core benefits, tangible products, augmented services), this theory guided the development of value-added services, such as expert packaging, resulting in 72% customer retention.

In Thaler's (2019) research, mental accounting theory explained pricing perception anomalies. Experiments showed that consumers valued money differently depending on its source. "Value bundles" designed accordingly saw 55% higher adoption than individual items.

In Rook's (2020) meta-analysis of 120 impulse-buying studies, a comprehensive model was developed. Findings showed limited-time offers performed best 30 minutes before peak hours, directly optimizing promotional timing.

In Bucklin's (2019) research, retail location theory analyzed accessibility effects. Mathematical modeling showed that new bus routes increased visit frequency by 25% among residents within 5 km, guiding transportation improvements.

In Lovelock and Wirtz's (2020) study, the service-profit chain was validated: a 10% increase in vendor satisfaction led to a 6.7% rise in customer

satisfaction, fostering virtuous cycles among employees, customers, and businesses.

In Liu et al.'s (2021) study, large-scale field experiments measured the effects of digital promotions. Sharing mechanisms increased coupon redemption rates to 1.42 times solo use, quantifying social media marketing's potential in traditional markets.

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Design

The research design for this study was structured to systematically investigate the factors influencing consumers' purchase decisions in the Walking Street Market in Chengdu. The study employed a quantitative research approach, using a survey-based methodology to collect data from consumers who had visited the market. This design was chosen for its ability to provide measurable, generalizable insights into the relationships among demographic factors, the 7Ps marketing mix, and the decision to purchase. Specifically, the research design aligned with the study's objectives of examining how demographics (age, gender, educational background, income level, and occupational status) and the 7Ps marketing mix (Product, Price, Place, Promotion, People, Process, and Physical Evidence) influence consumers' decisions to purchase in the walking street market.

3.2 Research Population and Samples

3.2.1 Population

The population of this study consists of individuals in Chengdu, China. The population is finite. The study includes census data from Chengdu up to 2020, which is the seventh national census. With a permanent population of 20.938 million, Chengdu is the fourth-largest city in China (Chengdu Municipal Statistics Bureau, 2020).

3.2.2 Samples

To determine the appropriate sample size, a statistical calculation was performed using the formula for sample size estimation in population studies. This calculation was based on a 95% confidence level, a 5% margin of error, and an

assumed population proportion of 50% (to ensure maximum variability, as the exact proportion is unknown).

n = required sample size

N = The permanent population of 20.938 million in Chengdu

Z = Z-value for the desired confidence level (1.96 for 95% confidence)

ρ = estimated proportion of the population (0.5 for maximum variability)

e = margin of error (0.05 for a 5% margin)

$$n = \frac{N * Z^2 * \rho(1-\rho)}{e^2(N-1)+Z^2 * \rho(1-\rho)}$$

$$= \frac{20{,}938{,}000 \times 1.962^2 \times 0.5 \times 0.5}{0.05^2 \times (20938000-1)+1.96^2 \times 0.5 \times 0.5}$$

$$= 384.1$$

$$\approx 385$$

Based on rigorous statistical calculations, given Chengdu's limited population, a minimum sample size of 384 was determined to meet the requirements for research precision and testing efficacy. In the data collection stage, a face-to-face questionnaire survey was conducted on Chengdu’s walking street. Although this method can promote the direct interaction between the researchers and the interviewees, greatly increase the recovery rate of the questionnaire, and provide rich first-hand information for the study, the research process was susceptible to environmental disturbances, and the noisy atmosphere of the walking street and the pedestrian flow distracted the interviewees from the questionnaire, which made it difficult for them to understand the questionnaire contents in depth. The answers they gave lacked accuracy and completeness. The answers given lacked accuracy and completeness, and the subjective factors of the researchers, such as the way of questioning, expression and demeanor, influenced the respondents, affecting the objectivity of the answers. Also, this research method had limitations in time and

space, as it covered only a specific period and a limited consumer population, leading to sample selection bias. Considering that these potential problems might have interfered with the results of the study, and that this study focused on analyzing the relationship between demographic variables, independent variables such as the 7Ps of the marketing mix, and the dependent variable of purchase decision, it is necessary to cover as many groups of consumers as possible, improve the diversity and representativeness of the sample, reduce sampling error, and enhance the extrapolation and generalizability of the results of the study, and thus consciously expand the sample collection. Therefore, the researcher deliberately expanded the sample size. After rigorous screening of the collected questionnaire data, we identified 450 valid samples, which not only meet the study's statistical requirements but also ensure the research results are as reliable and scientifically valid as possible.

3.2.3 Sampling Methods

The target population of this study consisted of consumers in Chengdu's Walking Street Market. Although the population was finite, its dynamic and fluctuating nature made it impractical to obtain a complete sampling frame. Given the high-traffic commercial environment, where visitor patterns vary significantly by time (weekdays versus weekends) and by location within the market, this study employed a non-probability convenience sampling method. This approach ensured that practical, efficient data were collected while remaining relevant to the research context.

3.3 Data Collection

It was finally decided to select the Chengdu Walking Street Market as the field research site to conduct the face-to-face questionnaire survey.

The Chengdu Walking Street market was chosen for the face-to-face questionnaire survey because of its high traffic and diverse consumer base, which provided an ideal sample for the study. This method has multiple advantages: direct

interaction improves the recovery rate and quality of the questionnaire; on-site Q&A ensures data accuracy; the research strategy can be flexibly adjusted to optimize the research; and more details of consumer behavior can be obtained through extended dialogue. This effectively enhances the representativeness of the sample and the external validity of the study, and provides a reliable basis for analyzing the mechanisms of the variables.

3.4 Research Instrument

In a study of factors influencing consumer decisions to purchase products at the Walking Street Market in Chengdu City, China, a questionnaire survey was used as the primary research instrument. The questionnaire is divided into two parts, as detailed:

Part 1: Demographics

This section was designed to gather essential demographic information from respondents through five closed-ended questions, covering age, gender, education level, occupation, and income level. The collected data were used to examine how various demographic factors influenced consumers' purchase decisions.

Part 2: Marketing Mix 7Ps

The independent variables in this study are the components of Marketing Mix 7Ps: product, price, promotion, place, people, process, and physical evidence. These factors were evaluated using a series of questions in the questionnaire, with responses measured on a 5-point Likert scale (ranging from 1 = Strongly Disagree to 5 = Strongly Agree).

Part 3: Decision To Purchase

The decision to purchase is the dependent variable in this study and is measured using a 5-point Likert scale. By assessing this variable through survey questions targeting consumers' purchase intentions and behaviors, the study aims to

identify how demographic characteristics and marketing mix elements (7Ps) influence final purchase decisions in Chengdu's Walking Street Market context.

3.5 Content Validity and Reliability

3.5.1 Content Validity

In studying the factors influencing the decision to purchase at the Walking Street Market in Chengdu, China, the Index of Item-Objective Congruence (IOC) was used for content validity. Three experts specialized in the development of research instruments evaluated the content and measures of the questionnaire items to address the research questions. These experts assessed the questionnaire based on predefined criteria: 1

-1: This item is not congruent with the content of the measurement objective.

0: There is uncertainty about whether this item is congruent with the content of the measurement objective.

+1: This item is congruent with the content of the measurement objective.

Items that achieve an IOC index of 0.5 or higher are retained. If any item scores below 0.5 but is deemed necessary to cover the required measurement, it was revised based on the experts' recommendations.

Table 3.1 IOC on a Likert Scale

	IOC on Marketing Mix	Expert 1	Expert 2	Expert 3	IOC Index
Product	6. Walking Street Market offers high-quality products.	+1	+1	+1	+1
	7. The products in Walking Street Market fully meet my needs.	0	+1	+1	0.67
	8. Walking Street Market provides innovative products.	+1	0	+1	0.67

	IOC on Marketing Mix	Expert 1	Expert 2	Expert 3	IOC Index
Price	9. The design of products in the Walking Street Market is attractive.	+1	+1	+1	+1
	10. The products at Walking Street Market are durable.	+1	+1	+1	+1
	11. The prices of products in Walking Street Market are reasonable.	+1	+1	+1	+1
	12. Walking Street Market offers excellent value for money.	+1	0	+1	0.67
	13. The prices of products on the Walking Street Market match their quality.	+1	+1	+1	+1
	14. The discount activities in Walking Street Market are satisfying.	+1	+1	+1	+1
	15. I am willing to pay more for higher-quality products in Walking Street Market.	+1	+1	+1	+1
Place	16. Walking Street Market provides convenient purchasing options.	+1	+1	+1	+1
	17. The online shopping platform of Walking Street Market is user-friendly.	0	+1	+1	0.67
	18. The service at physical stores in Walking Street Market is satisfactory.	+1	0	+1	0.67
	19. The delivery speed of Walking Street Market is swift.	+1	+1	+1	+1
	20. The return and exchange process in Walking Street Market is easy.	+1	+1	+1	+1
Promotion	21. Promotional activities in Walking Street Market often attract me.	+1	+1	0	0.67
	22. The promotional methods in Walking Street Market are effective.	+1	+1	+1	+1
	23. Promotional activities at Walking Street Market truly benefit me.	0	+1	+1	0.67
	24. The advertising in Walking Street Market is appealing.	+1	+1	+1	+1
	25. I am willing to join membership or loyalty programs in Walking Street Market.	+1	+1	+1	+1
People	26. The service attitude of staff in Walking Street Market is excellent.	+1	+1	+1	+1
	27. The staff in Walking Street Market are professional.	+1	0	+1	0.67

	IOC on Marketing Mix	Expert 1	Expert 2	Expert 3	IOC Index
Process	28. The response speed of after-sales service in Walking Street Market is quick.	+1	+1	0	0.67
	29. The problem-solving ability of the after-sales service in Walking Street Market is strong.	+1	+1	+1	+1
	30. The overall image of the staff in Walking Street Market is positive.	+1	+1	+1	+1
	31. The purchasing process in Walking Street Market is simple.	+1	+1	+1	+1
	32. Walking Street Market offers various payment methods.	+1	0	+1	0.67
	33. The order processing in Walking Street Market is efficient.	+1	+1	0	0.67
	34. The information transparency during the purchasing process in Walking Street Market is high.	+1	+1	+1	+1
	35. The communication experience during the purchasing process in Walking Street Market is pleasant.	+1	+1	+1	+1
Physical Evidence	36. The environment and atmosphere of Walking Street Market are enjoyable.	+1	+1	+1	+1
	37. The packaging design of products in Walking Street Market is appealing.	+1	0	+1	0.67
	38. The official website of Walking Street Market is visually attractive.	+1	+1	+1	+1
	39. The promotional materials of Walking Street Market are of high quality.	+1	+1	+1	+1
	40. The overall image of Walking Street Market is attractive.	+1	+1	+1	+1

3.5.2 Reliability

Before the formal distribution of the questionnaire, a reliability test was conducted using 30 participants to assess the consistency and stability of the questionnaires used in this study. It is important to note that these 30 participants were not included in the final sample of 450. Cronbach's alpha coefficient was calculated to evaluate the internal consistency of the scales. According to Hair et al. (2010), a

Cronbach's alpha value above 0.70 indicates acceptable reliability. Appendix 3 displays the details of this reliability test.

The constructs related to the influence of the 7P marketing mix on the decision to purchase from the Chengdu walking street market in China exhibited high reliability. The Cronbach's α values for products, prices, places, promotions, people, processes and physical evidence were 0.855, 0.869, 0.838, 0.812, 0.882, 0.873 and 0.861. Finally, the construction measuring the decision to purchase from the Chengdu Walking Street Market achieved a Cronbach α of 0.857.

As all Cronbach's α values exceeded the threshold of 0.70, the questionnaire demonstrates strong reliability and is appropriate for use in collecting future empirical data.

3.6 Data Analysis

3.6.1 Descriptive Statistics

In this study, descriptive statistics were used to summarize and present the key characteristics of survey respondents' data. By providing a clear and concise representation of the sample and the measured variables, descriptive statistics serve as a fundamental basis for most quantitative data analyses.

Descriptive statistics include:

Part 1: Demographic Information

Frequency and percentage distributions were utilized to illustrate the demographic characteristics of the respondents, including gender, age, educational background, occupation, and monthly income level. These statistical measures offer an overview of the sample composition. Additionally, the mean and standard deviation were employed to analyze the Marketing Mix 7Ps and the decision to purchase.

Part 2: Frequency Distributions

A frequency distribution was employed to present the response categories for each survey item, facilitating an understanding of the distribution pattern of respondents' ratings. For instance, if the survey utilizes a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), the interval width is determined using the following calculation:

$$N = \frac{5-1}{5} = 0.8$$

This study analyzed responses to Marketing Mix 7Ps, service quality and brand loyalty by calculating the average scores within predefined ranges:

4.21 - 5.00 is considered ‘strongly agree’.

3.41 - 4.20 is considered ‘agree’.

2.61 - 3.40 is considered ‘neutral’.

1.81 - 2.60 is considered ‘disagree’.

1.00 - 1.80 is considered ‘strongly disagree’.

3.6.2 Inferential Statistics

In inferential statistics, numerous tests are applied depending on the hypothesis.

Hypothesis Testing:

H1: Differences in demographic factors generate differences in consumers' decisions to purchase in the Walking Street Market.

-The independent samples t-test is used for gender.

-One-way ANOVA is applied for age, educational background, gender, income level, and occupational status.

H2: The 7Ps of the marketing mix influence consumers' purchase decisions in the walking street market.

-Multiple linear regression analysis is applied.

CHAPTER IV
ANALYSIS RESULT

This chapter presents the results of a statistical analysis of a group of 450 people who have visited the Walking Street Market in Chengdu, China. The study examined the factors influencing consumers' purchase decisions in the Walking Street Market, with particular attention to the impact of demographic factors and the 7Ps of the marketing mix on these decisions. By analyzing these variables, the research aims to provide insights into how demographic characteristics and marketing strategies influence consumers' willingness to purchase.

The research comprises two principal components: The first component investigates the impact of demographic factors on consumers' purchasing decisions in Walking Street Markets, employing analytical methods to validate variations across different population groups. The second component examines the influence of the 7Ps of the Marketing Mix on purchasing decisions, using analytical methods to identify critical determinants. Collectively, these components provide a comprehensive analysis of core factors affecting consumer purchasing behavior from both consumer characteristic and marketing strategy perspectives.

In the data analysis and interpretation, the following statistical symbols and implications are used:

α = Coefficient of reliability

N = Number of populations

n = Number of samples

X = Mean

SD = Standard deviation

t = t-Distribution

F = F-Distribution

df = Degree of freedom

LSD = Least Significant Difference

Sig = The level of statistical significance to test the hypothesis

The statistical significance is at the 0.05 level.

4.1 Descriptive Statistics

The following is divided into two parts.

Part I: The analysis results of respondents' demographic factors data.

Part II: The analysis results of the range of marketing mix factors.

4.1.1 Demographic Factors

Table 4.1 The Frequency and Percentage of Respondents

		Frequency	Percent
Gender	Male	235	52.22
	Female	215	47.78
Age	18-25	137	30.44
	26-35	70	15.56
	36-45	104	23.11
	Over 45	139	30.89
Educational Level	High school or below	129	28.67
	Associate degree	130	28.89
	Bachelor's degree	92	20.44
	A graduate degree or higher	99	22.00
Occupation	Student	51	11.33
	Employee	85	18.89
	Owners of businesses	150	33.33
	Freelance	92	20.44
	Other	72	16.00
Monthly Income (CNY)	⩽5000	55	12.22
	5001-10000	83	18.44
	10001-15000	106	23.56
	15001-20000	108	24.00
	Over 20000	98	21.78
Total		**450**	**100.0**

Table 4.1 presents the distribution of respondents by gender, age,

education level, occupation, and monthly income. The gender distribution was relatively balanced, with 52.22% male and 47.78% female. In terms of age, the majority of respondents were concentrated in the 18-25 (30.44%) and >45 (30.89%) age groups; the population with an associate degree (28.89%) was the main education level, followed by high school or below (28.67%), and the proportion of bachelor's degrees and graduate degrees or above was smaller. The distribution of occupations shows that business owners account for the largest group (33.33%), followed by freelancers (20.44%). In terms of monthly income, the groups "10001-15000" and "15001-20000" are the largest, accounting for nearly half of the total, and the group "⩽5000" is the smallest (12.22%).

4.1.2 Marketing Mix 7P's

Table 4.2 The Descriptive Statistics of the Marketing Mix 7Ps

	Mean	Std. Deviation	Meaning	Ranking
Product	3.6280	0.89034	Agree	6
Price	3.7787	0.93050	Agree	3
Place	3.6347	0.99998	Agree	5
Promotion	3.5800	1.22318	Agree	7
People	3.7982	1.06535	Agree	2
Process	3.7516	1.12666	Agree	4
Physical Evidence	3.9813	0.84453	Agree	1
Marketing Mix 7Ps	3.7361	0.65253	Agree	

Table 4.2 presents descriptive statistics for the 7Ps of the marketing mix: products, prices, promotions, locations, people, processes, and physical evidence. The average score across all elements ranged from 3.5800 to 3.9813, indicating that respondents generally agreed with the statements regarding these factors. The highest average score was "Physical Evidence" (3.9813), indicating that customer service and employee interaction were the most positive perceptions of the Chengdu Walking Street market. This statistic is followed by "People" (3.7982) and "Price" (3.7787), indicating that the market's location and product availability are also well received.

“Product” (3.6280) and “Promotion” (3.5800) had the lowest average scores but remained in the "agree" range, suggesting that, while these areas are satisfactory, there may be room for improvement. The overall average of the 7Ps of the marketing mix is 3.7361, reflecting a generally positive view of marketing strategies. The standard deviations are relatively consistent across all elements, indicating a similar level of variability in respondents' perceptions.

4.2 Inferential Statistics

4.2.1 The Demographic Factors’ Influence on the Decision to Purchase

Inferential statistics were used to test the hypotheses at the 0.05 significance level. The analysis evaluated the influence of the dependent variable on the independent variables under the following hypotheses.

Part I: Differences in demographic factors generate differences in consumers' decisions to purchase in the Walking Street Market.

H1a: Differences in the Decision to Purchase in Walking Street Markets by Gender.

H0: $\mu_1 = \mu_2$

Hi: $\mu_1 \neq \mu_2$

Table 4.3 The Analysis Results of Gender Difference Influence on Decision to Purchase

Decision to Purchase	Gender	N	Mean	SD	t	df	Sig.
	Male	235	3.4281	0.7091	0.247	448.000	0.805
	Female	215	3.4121	0.6701			

Table 4.3 presents the results of an analysis of the impact of gender on consumers' purchase decisions in the Walking Street Market. The data showed that

the average score for male respondents was 3.4281, with a standard deviation of 0.7091, while the average score for female respondents was 3.4121, with a standard deviation of 0.6701. On average, male respondents are more likely than female respondents to make purchase decisions. The larger standard deviation for men indicates that male respondents' opinions are more varied, suggesting greater individual differences among them. In general, while there are some differences in the impact of gender on a consumer's decision to purchase, these differences are not significant, and further analysis may be required to verify their statistical significance.

H1b: Differences in the decision to purchase in Walking Street Markets by age.

H0: $\mu_1 = \mu_2 = \mu_3 = \mu_4$

Hi: $\mu_i \neq \mu_j$ for at least one pair

Table 4.4 The Analysis Results on Age Difference Influence on Decision to Purchase

	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	8.779	3	2.926	6.431	0.000
Within Groups	202.953	446	0.455		
Total	211.732	449			

Table 4.4 presents the results of an analysis of variance (ANOVA) examining the impact of age differences on consumers' revisit intention towards the market. The analysis reveals that the between-group sum of squares is 8.779 (degrees of freedom = 3, mean square = 2.926), while the within-group sum of squares is 202.953 (degrees of freedom = 446, mean square = 0.455). The calculated F-value is 6.431, with a corresponding significance level of 0.000 (Sig < 0.05). These results indicate that the test is highly significant, leading to the rejection of the null hypothesis (equality of means across all age groups) and the acceptance of the alternative hypothesis, suggesting that at least one pair of age groups shows significant differences in revisit intention. Thus, it can be concluded that age is a significant factor influencing consumers' willingness to revisit the market.

Table 4.5 Illustrates the Differences in Multiple Comparisons of Age

Age	Group J	18-25	26-35	36-45	Over 45
Group I	(I-J)	3.6146	3.2886	3.2692	3.4086
18-25	3.6146	-	0.3260 (0.001)	0.3454 (0.001)	0.2060 (0.012)
26-35	3.2886		-	0.0194 (0.835)	-0.1200 (0.225)
36-45	3.2692			-	-0.1394 (0.112)
Over 45	3.4086				-

The mean difference is significant at the 0.05 level. Dependent Variable: Decision to purchase

Table 4.5 presents the results of multiple comparisons of willingness to purchase across age groups. The results show that consumers in the 18-25 age group are significantly more willing to purchase in the walking market than consumers in the 26-35, 36-45, and older age groups.

H1c: Differences in the decision to purchase in Walking Street Markets at the educational level.

H0: $\mu_1 = \mu_2 = \mu_3 = \mu_4$

Hi: $\mu_i \neq \mu_j$ for at least one pair

Table 4.6 The Analysis Results on Educational Level Influence on Decision to Purchase

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.490	3	1.497	3.221	0.023
Within Groups	207.242	446	0.465		
Total	211.732	449			

Table 4.6 presents the results of the analysis of the impact of education level on consumers' willingness to purchase at the Walking Street Market. The sum of squares between groups was 4.490, the degrees of freedom were 3, and the mean

square was 1.497 by the analysis of variance (ANOVA) test. The sum of squares within the group was 207.242, the degrees of freedom were 446, and the mean square was 0.465. The F-score was 3.221, and the significance level (sig.) was 0.023, which was less than 0.05, indicating significant differences in the willingness of different educational level groups to decide what to purchase. The average difference between at least one pair of education level groups was statistically significant. Therefore, it can be concluded that education level significantly affects consumers' willingness to purchase, and consumers with different educational backgrounds exhibit distinct tendencies to purchase.

Table 4.7 Illustrates the Differences in Multiple Comparisons Among Various Educational Level Groups

Educational Level	**Group J**	**High School or Below**	**Associate Degree**	**Bachelor's Degree**	**A graduate Degree or Higher**
Group I	(I-J)	3.3628	3.3523	3.3978	3.6061
High school or below	3.3628	-	0.0105 (0.902)	-0.0350 (0.707)	-0.2433 (0.008)
Associate degree	3.3523		-	-0.0455 (0.624)	-0.2538 (0.005)
Bachelor's degree	3.3978			-	-0.2083 (0.035)
A graduate degree or higher	3.6061				-

The mean difference is significant at the 0.05 level. Dependent Variable: Decision to purchase

Table 4.7 presents the results of multiple comparisons of willingness to purchase between groups with different levels of education. The results showed that the mean score for a graduate degree or higher was 3.6061, which was significantly higher than that for a high school degree or below (3.3628; difference 0.2433,

p=0.008) and for an associate degree (3.3523; difference 0.2538, p=0.005). The bachelor's degree had the highest mean score (3.3978), with a difference of 0.2083 (p=0.035). The results indicated that the willingness to graduate with a degree or above was significantly higher than that of the other three groups. The other three groups were not significantly different, but those with graduate degrees or higher were more likely to buy.

H1d: Differences in the decision to purchase from Walking Street Markets by occupation.

H0: $\mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$

Hi: $\mu_i \neq \mu_j$ for at least one pair

Table 4.8 The Analysis of Results on Occupation Influence on Decision to Purchase

	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	1.237	4	0.309	0.654	0.624
Within Groups	210.495	445	0.473		
Total	211.732	449			

Table 4.8 presents the results of the analysis of the impact of occupation on consumers' willingness to choose the Walking Street Market. The sum of squares between groups was 1.237, the degrees of freedom were 4, and the mean square was 0.309 by the analysis of variance (ANOVA) test. The sum of squares within the group was 210.495, the degrees of freedom were 445, and the mean square was 0.473. The F-score was 0.654, and the significance level (Sig) was 0.624, which was greater than 0.05, indicating that there was no significant difference in the willingness of different occupational groups to purchase. Therefore, it can be concluded that occupation has no significant effect on consumers' willingness to decide, and consumers' willingness to purchase shows a consistent trend across occupations.

H1e: Differences in the decision to purchase in Walking Street Markets based on monthly income.

H0: $\mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$

Hi: $\mu_i \neq \mu_j$ for at least one pair

Table 4.9 The Analysis Results on Monthly Income Influence on Decision to Purchase

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.294	4	0.574	1.219	0.302
Within Groups	209.438	445	0.471		
Total	211.732	449			

Table 4.9 shows the results of an analysis of the impact of monthly income on consumers' willingness to purchase in the Walking Street market. The sum of squares between groups was 2.294, the degrees of freedom were 4, and the mean square was 0.574 by the analysis of variance (ANOVA) test. The sum of squares within the group was 209.438, the degrees of freedom were 445, and the mean square was 0.471. The F-score was 1.219, and the significance level (Sig) was 0.302, which was greater than 0.05, indicating that there was no significant difference in the willingness of different monthly income groups to decide what to purchase. Monthly income has no significant effect on consumers' willingness to decide what to purchase, and consumers across income levels show a consistent tendency to return to the market.

4.2.2 Marketing Mix 7Ps Influences on Decision to Purchase

Part II: The 7Ps of the Marketing Mix and their influence on consumers' decision to purchase in the Walking Street Market.

In Hypothesis 2, Y = decision to purchase, and X_1, X_2, X_3, X_4, X_5, X_6 and X_7 are product, price, place, promotion, people, process and physical evidence.

Table 4.10 Summarize the Model of Marketing Mix 7Ps Influences Decision to Purchase

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.694[a]	.482	.474	0.49813

e. Predictors: (Constant), Product, Price, Place, Promotion, People, Process, Physical Evidence

Table 4.10 presents the regression model results analyzing the influence of the 7Ps of the marketing mix on purchase decisions. The multiple correlation coefficient (R = 0.694) indicates a moderately strong relationship between the predictors and the dependent variable. The model explains 48.2% of the variance in purchase decisions, as indicated by the r-square value of 0.482. After adjusting for the number of predictors, the adjusted r-squared remains at 0.474. The standard error of the estimate is 0.49813, reflecting the average deviation between predicted and actual values.

Table 4.11 The Multiple Linear Regression Coefficients for the Influence of Marketing Mix 7Ps on the Decision to Purchase

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	0.842	0.144		5.843	0.000
Product	0.331	0.034	0.429	9.762	0.000
Price	0.151	0.031	0.205	4.933	0.000
Place	0.061	0.029	0.089	2.100	0.036
Promotion	0.014	0.025	0.025	0.556	0.579
People	-0.047	0.025	-0.072	-1.840	0.066
Process	-0.021	0.026	-0.035	-0.805	0.421
Physical Evidence	0.199	0.035	0.245	5.658	0.000

a. Dependent Variable: Decision to purchase

According to Table 11, some elements of the marketing mix (7Ps) did not reach statistical significance ($p > 0.05$). To enhance identification of key drivers, the subsequent analysis will focus on variables with significant effects ($p \leqslant 0.05$),

omitting non-significant variables to refine the model. The adjusted results will provide clearer insights into which marketing elements require prioritized attention.

Table 4.12 Summarize the Model of Marketing Mix 7Ps Influences Decision to Purchase

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.691[a]	.478	.473	0.4986

e. Predictors: (Constant), Product, Price, Place, Physical Evidence

Table 12 presents results examining the influence of the 7Ps of the Marketing Mix (specifically Product, Price, Place, and Physical Evidence) on consumers' purchase decisions in a walking street market. The model's R value of 0.691 indicates a moderately strong correlation between the independent variables (Product, Price, Place, Physical Evidence) and the dependent variable (purchase decision). The r-square value of 0.478 indicates that these four marketing mix elements account for approximately 47.8% of the variance in purchase decisions. The adjusted r-square (0.473) accounts for the number of predictors and remains close to the r-square, indicating a stable model. The standard error of the estimate (0.4986) reflects the average distance between the observed values and the regression line, demonstrating moderate predictive accuracy. These results support Hypothesis 2, highlighting the significant collective impact of Product, Price, Place, and Physical Evidence on consumer purchase behavior in this context.

Table 4.13 The Multiple Linear Regression Coefficients for the Influence of Marketing Mix 7Ps on Decision to Purchase

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	.793	.141		5.615	.000**

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
Product	.323	.033	.419	9.815	.000**
Price	.138	.030	.187	4.666	.000**
Place	.052	.026	.076	2.986	.036**
Physical Evidence	.187	.034	.230	5.567	.000**

a. Dependent Variable: Decision to purchase

Equation 1:

$Y=0.793+0.323X_1+0.138X_2+0.052X_3+0.187X_7$

For

Y = Decision to purchase,

X_1 = Product, X_2 = Price, X_3 = Place, X_7 = Physical Evidence.

Table 13 presents the results of a multiple linear regression analysis examining the influence of the 7Ps of the marketing mix (specifically Product, Price, Place, and Physical Evidence) on consumers' purchase decisions in a walking street market. The regression model is statistically significant, with all predictors showing a meaningful impact on the dependent variable (decision to purchase).

The constant term (0.793, $p < 0.01$) indicates the baseline level of purchase intention when all independent variables are zero. Among the predictors:

Product ($\beta = 0.419$, $p < 0.01$) has the strongest positive effect, suggesting that product quality and features significantly drive purchase decisions.

Physical Evidence ($\beta = 0.230$, $p < 0.01$) also exerts a substantial influence, highlighting the importance of tangible elements.

Price ($\beta = 0.187$, $p < 0.01$) plays a notable role, indicating that pricing strategies affect consumer choices.

Place ($\beta = 0.076$, $p < 0.05$) has a smaller but still significant impact, suggesting that location convenience influences purchase decisions, albeit to a lesser extent.

CHAPTER V
CONCLUSION

The objective of this study is to examine the factors influencing consumers' purchase decisions in the Walking Street Market in Chengdu City, China, and to provide practical recommendations for Chengdu Walking Street. According to the analysis results from Chapter 4, this chapter is divided into five parts:

Part I: 5.1 Conclusion

Part II: 5.2 Discussion

Part III: 5.3 Implication for Practice

Part IV: 5.4 Suggestions for Future Research

Part V: 5.5 Limitations of the Study

5.1 Conclusion

5.1.1 Demographic Factors

The demographic factors include the distribution of respondents by gender, age, education level, occupation, and monthly income. The gender distribution was relatively balanced, with 52.22% male and 47.78% female. In terms of age, most respondents were concentrated in 18-25 (30.44%) and >45 (30.89%); an associate degree (28.89%) was the main education level, followed by high school or below (28.67%), and the proportion of bachelor's degrees and graduate degrees or above was smaller. The distribution of occupations shows that the business owner is the largest group (33.33%), followed by freelancers (20.44%). In terms of monthly income, the groups with "10001-15000" and "15001-20000" are the largest, accounting for nearly half of the total, and the group with "≤5000" is the smallest (12.22%).

The study analyzed the impact of demographic factors on consumers' purchase decisions in Chengdu's Walking Street Market using a sample of 450

respondents. The results indicated significant differences based on age (F=6.431, p=0.000) and education level (F=3.221, p=0.023), while gender (t=0.247, p=0.805), occupation (F=0.654, p=0.624) and monthly income (F=1.219, p=0.302) exhibited no significant effects. Younger consumers (18-25 years, mean=3.6146) had significantly higher purchase intentions than other groups (26-35 years, mean=3.2886; 36-45 years, mean=3.2692; over 45 years, mean=3.4086). Similarly, respondents with graduate degrees (mean=3.6061) demonstrated a stronger likelihood of making purchases compared to those with a high school education or below (mean=3.3628, p=0.008), associate degrees (mean=3.3523, p=0.005), or bachelor's degrees (mean=3.3978, p=0.035). These results indicate that marketing strategies in this market should focus on younger, more educated consumers.

5.1.2 Marketing Mix 7Ps

Regression analysis of the Marketing Mix 7Ps (R=0.691, R^2=0.478) revealed that Product (β=0.419, p=0.000), Price (β=0.187, p=0.000), Place (β=0.076, p=0.036) and Physical Evidence (β=0.230, p=0.000) significantly influenced purchase decisions; Product emerged as the strongest factor. The findings indicate that consumers primarily base their purchase decisions on tangible product quality (product), reasonable pricing (price), convenient location (place), and appealing market environment (physical evidence), while traditional promotional activities and service processes and personnel interactions (people) appear less influential in this traditional market setting.

5.2 Discussion

The findings of this study provide valuable insights into the factors influencing consumer purchase decisions in Chengdu's Walking Street Market, contributing to theoretical and practical understandings of consumer behavior in traditional retail settings. The results also highlight unique contextual dynamics

specific to Chengdu's market environment.

The analysis revealed that age and education significantly affect purchase decisions, whereas gender, occupation, and monthly income did not show statistically significant effects. Younger consumers (18–25 years) exhibited higher purchase intentions than older age groups, and younger demographics are more responsive to dynamic retail environments and experiential shopping (Parmar & Chauhan, 2021). This observation could be attributed to their greater openness to novelty and to social interactions, as well as to the hallmarks of street markets. Conversely, older consumers may prioritize practicality and familiarity, leading to more deliberate purchase behaviors (Moschis, 2019; Lee and Yoon, 2022). Education level also played a critical role, with highly educated consumers (with a graduate degree or higher) demonstrating stronger purchase intentions than those with lower educational attainment. This finding supports the Cognitive Development Theory (Zhang et al., 2022), which posits that higher education enhances analytical skills, enabling consumers to evaluate products more thoroughly and appreciate cultural or artisanal value (Keller & Kotler, 2023). Market vendors could leverage this insight by emphasizing product narratives, craftsmanship, and sustainability to appeal to educated consumers. Gender, occupation, and income did not significantly influence purchase decisions, contradicting some earlier studies (Gupta & Balaji, 2021). These results may reflect the unique cultural context of Chengdu's market, where communal and experiential shopping transcends socioeconomic boundaries. Alternatively, the market's offerings' homogeneity or the sampling method may have obscured nuanced differences.

Among the 7Ps, product, price, place, and physical evidence emerged as significant predictors of purchase decisions, while promotion, people, and process showed negligible effects. The strong influence of product underscores the centrality of quality, innovation, and design in driving purchase decisions, consistent with the total product concept (Wu et al., 2021). Consumers in traditional markets are likely to

prioritize tangible product attributes because these environments facilitate direct sensory engagement (Kim & Lehmann, 2023). Price and physical evidence also played pivotal roles, supporting theories of mental accounting (Chen et al., 2021) and servicescape (Rosenbaum et al., 2022). Reasonable pricing and an appealing market atmosphere (e.g., cleanliness, cultural aesthetics) enhance perceived value and emotional engagement, which is critical for impulse purchases (Sharma & Roy, 2021). The importance of place, though modest, suggests that convenience and accessibility remain relevant, particularly for repeat visitors (Cui et al, 2021). The non-significance of promotion, people, and process contrasts with service marketing literature (Nguyen et al, 2022). These results may reflect the informal nature of street markets, where traditional advertising and structured service processes are less influential than spontaneous vendor-customer interactions. Alternatively, the study's focus on a single market may limit generalizability; promotion might be more critical in markets with stronger digital integration (Li & Wang, 2023).

This study emphasizes the interaction between demographic and marketing mix factors in shaping consumers' purchasing decisions at Chengdu's Walking Street Market. By strategically addressing these factors, stakeholders can enhance the market's competitiveness and sustainability in an evolving landscape. This study advances the understanding of consumer behavior in traditional retail settings by demonstrating the complex interplay between demographic characteristics and marketing mix elements in Chengdu's culturally rich Walking Street Market. The findings reveal three key insights: first, they confirm the contextual nature of consumer behavior theories in Chengdu walking street markets, showing culture-specific patterns where expected gender and income effects did not materialize; second, they validate the adapted 7Ps framework while revealing its limitations through differential impacts of marketing elements. These insights have significant ramifications for researchers, market operators, and policymakers, offering both theoretical advances in cultural sustainability discourse and practical strategies to

preserve the vitality of traditional markets in an increasingly digital economy. The lessons from Chengdu may inform similar heritage markets worldwide facing the dual challenges of preserving authenticity while meeting contemporary consumer expectations.

5.3 Implication for Practice

The findings of this study offer actionable insights for vendors, market managers, and policymakers aiming to enhance consumer purchase decisions in Chengdu's Walking Street Market. First, vendors should prioritize products, as this factor emerged as the strongest driver of purchase decisions. Emphasizing unique, durable, and culturally resonant products can appeal to younger, more educated consumers, who showed higher purchase intentions. Additionally, competitive pricing strategies should be adopted, as price significantly influences consumer behavior. Transparent pricing, value-for-money offerings, and occasional discounts can attract price-sensitive shoppers while maintaining perceived quality.

Second, the market's physical environment plays a crucial role. Managers should invest in improving cleanliness, ambiance, and visual appeal to create a pleasant shopping experience. Incorporating traditional Sichuanese elements into the market's design can enhance cultural authenticity, thereby attracting both locals and tourists. Convenient layout and accessibility (place) should also be optimized to encourage repeat visits.

Third, while promotion, people, and processes were of no significance, targeted efforts in these areas can still yield benefits. Leveraging digital platforms, such as social media, to promote unique products or events could engage younger demographics. Training vendors to provide friendly and efficient service (people) and streamlining payment procedures (process) may also enhance customer satisfaction, even if these factors were not primary decision drivers in this study.

Finally, policymakers can use these insights to support the market's sustainability. Initiatives such as infrastructure upgrades, enforcement of hygiene standards, and cultural preservation programs can strengthen the market's appeal. Tailored marketing campaigns highlighting the market's unusual combination of tradition and modernity could further position it as a must-visit destination in Chengdu's competitive retail landscape. By addressing these practical implications, stakeholders can foster a thriving market environment that meets diverse consumer needs.

5.4 Suggestions for Future Research

Future research could expand the demographic and geographic scope of the sample by incorporating tourist groups from diverse cultural backgrounds to analyze how cultural differences influence consumer purchasing behavior in Chengdu's walking street markets. Comparative studies between other traditional Chinese markets and similar street markets globally would help systematically examine regional variations and universal patterns in consumer behavior.

Building upon current research, subsequent studies should broaden the scope of investigation by introducing variables such as consumer psychological characteristics and contextual factors, including emotional response mechanisms, group behavioral traits, and environmental elements. Particular attention should be paid to the effects of digital technologies on traditional market transformation, with focused research on how social media marketing and mobile payment systems shape consumption behavior.

Longitudinal research designs would help reveal evolutionary trends in consumer behavior and understand the long-term effects of marketing strategies. Experimental research paradigms could provide empirical evidence for the causal impact of 7Ps elements on purchase decisions, thereby strengthening the

persuasiveness of research conclusions.

Methodologically, it is recommended to combine qualitative research methods, such as in-depth interviews, to thoroughly explore the emotional needs and cultural connotations underlying consumer behavior. Ethnographic observations documenting interactions between vendors and consumers may uncover behavioral characteristics and decision-making dynamics that are difficult to capture through quantitative research.

The introduction of interdisciplinary research perspectives will yield breakthroughs in this field. Key areas of focus should include examining the interactions among market spatial planning, cultural heritage preservation policies, and consumer behavior, as well as an in-depth analysis of the balancing mechanism between commercialization and cultural authenticity in traditional markets, providing theoretical support for developing sustainable tourism strategies.

The integrated development of technological innovation and traditional markets deserves special attention. Research should explore the application effects of augmented reality technology in product display and investigate AI-based personalized promotion strategies, aiming to enhance shopping experiences while preserving the cultural characteristics of these markets.

Continued advancement in these research directions will not only improve existing theoretical frameworks but also provide scientific foundations for transforming and upgrading traditional markets, thereby offering important guidance for promoting the coordinated development of cultural preservation and commercial innovation.

5.5 Limitations of the Study

This study has several limitations that should be acknowledged. First, the research was conducted exclusively in Chengdu's Walking Street Market, which may

limit the generalizability of the findings to other traditional markets in different cultural or regional contexts. The unique characteristics of Chengdu's market, such as its blend of traditional and modern elements, may not fully reflect consumer behavior in other street markets worldwide. Second, the study relied on convenience sampling, which, while practical, may introduce bias by potentially under-representing certain consumer segments, such as tourists or infrequent visitors.

Additionally, the research focused primarily on demographic factors and the 7Ps marketing mix, omitting other potential influences, such as psychological, social, or environmental factors that could also shape purchase decisions. For instance, emotional responses, peer influence, and seasonal variations were not examined, which might have provided a more comprehensive understanding of consumer behavior. The cross-sectional design of the study further limits the ability to establish causal relationships or observe changes in consumer behavior over time.

Another limitation is reliance on self-reported data collected through questionnaires, which may be subject to response biases such as social desirability or recall inaccuracies. Future studies could benefit from incorporating observational methods or experimental designs to validate the findings. Lastly, the study did not account for the potential impact of digital transformation, which is increasingly relevant in traditional retail settings. Addressing these limitations in future research could enhance the depth and applicability of the findings.

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APPENDIX

Appendix A: Questionnaire

Dear Consumer,

I am a student at UTK ISIC, currently conducting a master's thesis on "The Factors Influencing Consumer Behavior Decision to Purchase Products in Walking Street Market in Chengdu City, China". Your participation in this survey is crucial to the success of my research.

As a participant, you have several important rights. You have the right to cancel your participation in this survey at any time. If there are any questions you do not wish to answer, you are under no obligation to respond. Additionally, if you later request the destruction of the information you have already provided, we will comply. All information you provide will be kept strictly confidential and used solely for academic research purposes. Your responses will be anonymous and will not be used for any commercial purposes.

Thank you for your valuable time and contribution to this study.

Part 1: Demographics
1. Gender
A. Male
B. Female
2. Age
A. 18-25
B. 26-35
C. 36-45
D. Over 45
3. Educational Level
A. High school or below
B. Associate degree
C. Bachelor's degree
D. A graduate degree or higher
4. Occupation

A. Student						
B. Employee						
C. Owner of business						
D. Freelance						
E. Other						
5. Monthly Income (CNY)						
A. ≤5000						
B. 5001-10000						
C. 10001-15000						
D. 15001-20000						
E. Over 20000						
Please carefully read the following questions and choose the appropriate box. **1: strongly disagree; 2: disagree; 3: neutral; 4: agree; 5: strongly agree.**						
Part 2: Marketing Mix						
		1	**2**	**3**	**4**	**5**
Product	6. Walking Street Market offers high-quality products.					
	7. The products in Walking Street Market fully meet my needs.					
	8. Walking Street Market provides innovative products.					
	9. The design of products in the Walking Street Market is attractive.					
	10. The products at Walking Street Market are durable.					
Price	11. The prices of products in Walking Street Market are reasonable.					
	12. Walking Street Market offers good value for money.					
	13. The prices of products in Walking Street Market match their quality.					
	14. The discount activities in Walking Street Market are satisfying.					

		1	2	3	4	5
	15. I am willing to pay more for higher-quality products in Walking Street Market.					
Place	16. Walking Street Market provides convenient purchasing options.					
	17. The online shopping platform of Walking Street Market is user-friendly.					
	18. The service at physical stores in Walking Street Market is satisfactory.					
	19. The delivery speed of Walking Street Market is fast.					
	20. The return and exchange process in Walking Street Market is easy.					
Promotion	21. Promotional activities at the Walking Street Market often attract me.					
	22. The promotional methods in Walking Street Market are effective.					
	23. Promotional activities at Walking Street Market truly benefit me.					
	24. The advertising in Walking Street Market is appealing.					
	25. I am willing to join membership or loyalty programs in Walking Street Market.					
People	26. The service attitude of staff in Walking Street Market is excellent.					
	27. The staff in Walking Street Market are professional.					
	28. The response speed of after-sales service in Walking Street Market is quick.					
	29. The problem-solving ability of the after-sales service in Walking Street Market is strong.					
	30. The overall image of the staff in Walking Street Market is positive.					
Process	31. The purchasing process in Walking Street Market is simple.					
	32. Walking Street Market offers a variety of payment methods.					

		1	2	3	4	5
	33. The order processing in Walking Street Market is efficient.					
	34. The information transparency during the purchasing process in Walking Street Market is high.					
	35. The communication experience during the purchasing process in Walking Street Market is pleasant.					
Physical Evidence	36. The environment and atmosphere of Walking Street Market are enjoyable.					
	37. The packaging design of products in Walking Street Market is appealing.					
	38. The official website of Walking Street Market is visually attractive.					
	39. The promotional materials of Walking Street Market are of high quality.					
	40. The overall image of Walking Street Market is attractive.					
Part 3: Decision to Purchase						
41. I frequently decide to purchase products/services when visiting the Walking Street Market in Chengdu.						
42. The overall atmosphere of Walking Street Market greatly influences my final purchase decision.						
43. While exploring Walking Street Market, I often make impulsive purchases.						
44. I am satisfied with my purchase decisions at Walking Street Market and rarely regret buying products/services there.						
45. I would recommend others to buy products/services at Walking Street Market based on my positive purchase experiences.						

BIOGRAPHY

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