

## A study on the influence of customer perceived value on purchase intention of Chinese traditional music training institutions

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### [Abstract]

The purpose of this study is to study the perceived value of consumers of traditional Chinese music training institutions, and the resulting research on the impact of customers' purchase intentions. This research refers to relevant literature on customer perceived value and customer purchase intention, and divides customer perceived value into five value dimensions: emotion, quality, experience, price and reputation. Questionnaire survey method, using SPSS analysis AMOS tool to conduct empirical research, the research results show that customer perceived value has an important positive impact on purchase intention in five value dimensions of emotion, quality, price, experience and reputation, which is a traditional music training institution. Provide reference and suggestions for improvement.

▶ **Key words:** customer perceived value, purchase intention, art training institutions, traditional music

### [요 약]

본 연구의 목적은 중국 전통 음악 교육 기관의 소비자가 인지한 가치와 그 결과는 고객의 구매 의도에 미치는 영향을 조사하는 것이다. 본 연구는 고객 지각된 가치와 고객 구매의도에 관한 문헌을 참고하여 고객 지각된 가치를 감정, 품질, 경험, 가격, 평판 5가지 가치 차원으로 구분하였다. SPSS와 AMOS 도구를 사용하여 실증적 연구 결과는 고객 지각된 가치가 감정, 품질, 가격, 경험 및 평판의 5가지 가치 차원에서 구매 의도에 긍정적인 영향을 미치는 것으로 나타났으며, 이는 전통 음악 교육 운영개선을 위한 제도 및 제안에 대한 참고 자료를 제공할 수 있다.

▶ **주제어:** 고객 지각된 가치, 구매 의도, 예술 교육기관, 전통음악

## I. Introduction

With the continuous development of Chinese art training institutions, art training institutions have become one of the common choices for consumers in their spare time at this stage, and have more options and initiative. In order to promote the development of the traditional music training industry, training institutions should make every detail more comprehensive. Customers are the service objects of traditional music training institutions. The research on customer perceived value helps traditional music training institutions to understand the needs of different customers, provide better services to customers, and try to meet customer needs according to the characteristics of customers' perceived value. Explore new course models, develop more scientific music courses, stimulate and enhance customers' willingness to buy, allow traditional music training institutions to have a broader market, improve efficiency, and promote the better development of the traditional music training industry. This study takes 10 traditional music training institutions in Liaoning Province, China as the research object, collects primary data through questionnaires, analyzes the influence mechanism of customer perceived value of traditional music training institutions on purchase intention, and enriches the research on the operation and management of traditional music training institutions in China. The basic framework and theoretical basis of Chinese traditional music training structure are explored to enhance the competitiveness of enterprises in traditional Chinese music training structure. Specifically, the main research goals are as follows: (1) Through the review and review of previous research, deeply analyze the core issues involved in customer perceived value in traditional Chinese music training institutions, and provide theoretical explanations for each dimension of customer perceived value, so as to provide a theoretical basis for traditional Chinese music training

institutions. The comprehensive and in-depth understanding of customer perceived value provides a theoretical basis for music training institutions. (2) Based on the theory of consumer behavior, it analyzes and explains the mechanism of the influence of customer perceived value on customers' purchase intention in traditional music training institutions, and constructs a corresponding theoretical model for empirical research.

## II. Theoretical Background

This paper mainly applies the theory of rational action theory and the theory of planned behavior, through the questionnaire survey and data analysis of the research objects to verify the impact of customer perceived value on purchase intention. Fishbein and Ajzen proposed Theory of Reasoned Action (TRA) in 1975, which was developed based on the Fishbein Model. Rational Action Theory replaces the purchase behavior itself with the purchase intention, that is, the purchase intention predicted by the attitude, not the purchase behavior itself. The theory adds a new variable of subjective norm, that is, whether consumers think their actions will be approved by others. A person's attitude and subjective norm jointly affect their purchase intention, and purchase intention can predict purchase behavior. The attitude explored by the rational action theory is extended from the attitude of the Fishbein model towards a product brand to whether to adopt a certain behavioral attitude. Ryan and Wooten argue that rational action theory emphasizes the influence of other people's opinions on one's intentions, and rational action theory is more effective than Fishbein's model in predicting behavior[1]. This theory has been used in consumer decision-making behavior research to explain consumer behavior, and has been used in empirical research on consumer behavioral intentions many times in different fields.

The theory of planned behavior evolved and improved from the theory of rational behavior. Ajzen (1991) added perceptual behavior control to the rational behavior theory. Perceptual behavior control represents the perceived difficulty of implementing a certain behavior. The theory of planned behavior was jointly proposed by Martin Fishbein and Ajzen in 1980. They believe that an individual performs a specific behavior mainly due to his behavioral intention, and the behavioral intention depends on the subjective attitude of the actor to the behavior. The planned behavior wheel has also been widely used in different fields as well as the prediction of human behavior intention. According to this theory, the formation of behavior patterns can be divided into three stages: personal behavior, behavior intention and attitude toward behavior, behavior subjective norm, and cognitive behavior control. Among them, personal behavior is based on the individual and is not affected by other conditions; behavioral intention is based on people's control over their own behavior; behavioral subjective norms and cognitive behavioral control change according to changes in environmental conditions. The consumer planning behavior theory includes four levels: customer spending power, customer purchase intention, factors that affect consumer purchase intention, and analysis of factors that affect the first three levels. Among them, the first level is determined by the second level; the third level is determined by the individual consumer and the environment where he is located, mainly including the consumer's own assessment of consumption behavior, the environment and others' perceptions of the consumer[2]. The evaluation of consumption behavior, etc.; the fourth level is affected by the type and nature of products or services purchased by consumers, and specific problems should be analyzed in detail when analyzing consumption behavior. The concept originated from management marketing and was proposed by marketing scientist

Valania A Zeithaml in 1988. Zeithaml (1988) pointed out that customer perceived value is the overall evaluation of the utility of a product or service after weighing the perceived benefit and the perceived cost of the customer through the study of consumer behavior. This concept proposes to weigh the "benefits" and "costs paid" by consumers, which has drawn people's attention to the complex nature of customer-perceived value. Due to the lack of validity of a single dimension, scholars such as Zeithaml introduced the SERVQUAL scale in 1988, which is used to measure the perceived value of customers who purchase intangible products in multiple dimensions[3].

SERVQUAL service quality is divided into five dimensions: one is tangible, the other is reliability, the third is responsiveness, the fourth is assurance, and the fifth is emotional engagement. In the form of a questionnaire survey, customers are asked to rate their expectations, actual feelings and minimum acceptable aspects[4]. Woodruff pointed out in an empirical study on how customers perceive value, customer value is the customer's perceived preference and evaluation of product attributes that help to achieve their goals and objectives, the effectiveness of these attributes, and the results of use under specific use scenarios. This research highlights that customers' perceived value derives from the evaluations, preferences, and perceptions that customers acquire through learning, and correlates products, usage scenarios, and outcomes experienced by goal-oriented customers. Petrick developed a multi-dimensional scale for the service industry to measure customer perceived value[5]. The SERV-PERVAL scale he used contains the following five dimensions: first, quality, second, emotional response, third, currency price, The fourth is behavioral price, and the fifth is reputation. Among them, the quality value refers to the customer's perception of the nature of the product or service; the emotional response is the customer's psychological feeling on

various aspects of the transaction process; the monetary price is the currency that the customer pays for the product or service; the behavioral price refers to the All other payments made by the customer except monetary payment during the transaction; reputation refers to the degree of self-realization of the customer after the transaction occurs. The concept of intention was first borrowed from the field of psychology. According to the definition of Fishbein, intention is the subjective probability of an individual to engage in a specific behavior. Eagly and Chaiken pointed out that intention is a psychological concept different from attitude, which represents people's efforts and awareness to implement a certain behavior, and the planned personal motivation. Dodds and Monroe pointed out that purchase intention is the subjective probability or possibility of consumers purchasing a particular product. Some scholars believe that purchase intention is a customer's purchase plan for a specified commodity. Saleh and Ryan believed that purchase intention is the customer's mental commitment to the product or service willing to buy. Mullet believes that consumers' attitudes toward s a product or brand, combined with the role of external factors, constitute consumers' purchase intention[6]. Purchase intention can be regarded as the subjective tendency of consumers to choose a specific product, and it has been proved to be an important indicator for predicting consumption behavior. Zhang Min pointed out that a customer's attitude towards a specific product or service, combined with other internal and external factors, together form a willingness to promote consumers to make purchasing behavior decisions. Dodds, Boulding, Zhang Min, etc. agreed on the purchase intention measurement dimensions of repurchase intention, recommendation intention and premium purchase intention[7]. The formation of purchase intention is an important part of consumers' purchase decision-making process believed that

customers' attitudes towards commodities come from their benefit beliefs and perceived results[8]. Benefit belief is to satisfy customers' perceptions and views of future benefits, that is, perceived benefits, which are customers' perceived benefits of product performance, quality, and enterprise services, and perceived results are customers' expectations for possible decision-making results. Dodds proposed that purchase intention and perceived value are positively correlated, while perceived value is affected by perceived gain and perceived monetary sacrifice. Parasuram an proposed that customer perceived value has a direct decisive effect on customers' repeat purchase intention[9]. Chinese study Chen Mingliang believes that customer perceived value has a direct positive impact on repeat purchase intention. The above is a review of the literature on the relationship between customer perceived value and purchase intention. Al though scholars have slightly different research methods and cognitions, these points of view can show that customer perceived value is positively related to purchase intention, and perceived value is directly related to purchase. The formation of will has an important impact[10].

### III. Model Construction and Assumptions

Based on the above theoretical research, based on five variables of perceived value: quality value, experience value, emotional value, reputation value, and price value, we constructed the research model of this paper as follows:

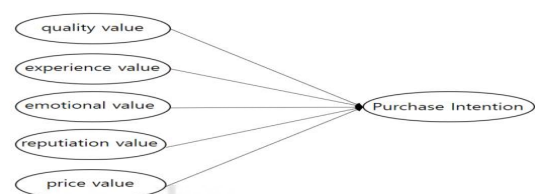


Fig. 1. Research Model

According to the model, we put forward the following assumptions:

1. The quality value of music training institutions has a positive impact on purchase intention.
2. The experience value of music training institutions has a positive impact on purchase intention.
3. The emotional value of music training institutions has a positive impact on purchase intention.
4. The reputation value of music training institutions has a positive impact on purchase intention.
5. The price value for music training institutions has a positive impact on purchase intention.

#### IV. Empirical Research

This paper finally forms a formal questionnaire through the small sample survey, and conducts the follow-up large sample survey and analysis. The questionnaire survey selected parents of middle school students in traditional music training institutions as the survey objects. From January 25 to February 15, 2022, the researchers distributed 430 questionnaires this time, 417 questionnaires were recovered, and 400 valid questionnaires; the questionnaire recovery rate was 96 %, and the effective rate of the questionnaire was 93%. Questionnaire recovery status and effective response status are good. (1) The mean value of variables is described and analyzed. The mean values of quality value, experience value, emotional value, reputation value, quality value, and purchase intention are all higher than 4, which is between "agree" and "strongly agree", indicating that people as a whole still prefer to agree. Among them, the mean value of purchase intention is the highest and the mean value of quality value is the lowest. See Table 1 for the description and analysis of variables. (2) Reliability analysis The overall

reliability of customer perceived value is 0.921, and the Cronbach's  $\alpha$  coefficients of its sub-dimensions of quality value, experience value, emotional value, reputation value, and price value are 0.832, 0.882, 0.839, 0.819, and 0.751, respectively. A criterion greater than 0.7 indicates that the variable has a high degree of internal sub-dimensions consistency reliability. The reliability of the purchase intention scale is 0.863, which is greater than the standard of 0.7, indicating that the variable has a high degree of internal consistency reliability. (3) Through the validity analysis of perceived value, KMO and Bartlett's test that the KMO value corresponding to the measurement item is 0.936, and it has passed the Bartlett sphericity test with a significance level of 0.05, indicating that the collected raw data had good construct validity. In the validity analysis of purchase intention, it can be seen from the test of KMO and Bartlett that the KMO value corresponding to the measurement item is 0.936, which has passed the Bartlett sphericity test, and the significance level is 0.05. It can be seen that the original data collected in this paper have good construct validity.

Through the path analysis, it can be seen that  $\chi^2/DF(\text{Likelihood-Ratio } \chi^2)=1.280<3$ ,  $AGFI(\text{Adjusted Goodness of Fit Index})=0.962>0.8$ ,  $NFI=0.952>0.85$ ,  $CFI(\text{Comparative Fit Index})=0.924>0.9$ ,  $IFI=0.935>0.9$ ,  $RMSEA(\text{Root mean square error of approximate})=0.022<0.1$  and all indicators meet the standard, indicating that the model fitting effect is very good, and the AVE values corresponding to the five factors are all greater than 0.5, and the CR values are all greater than 0.7, which satisfies the condition of being above 0.7, indicating that the analysis data has good convergent validity. It can be seen from Table-1 that taking the quality value, experience value, emotional value, reputation value, and price value as independent variables, and the purchase intention as the dependent variable to carry out the equation model analysis and test, it can be seen that the C.R. values are

7.95, 7.296, 7.167, respectively. 2.093, 6.061, P value <=0.05, assuming H1~H5 are supported.

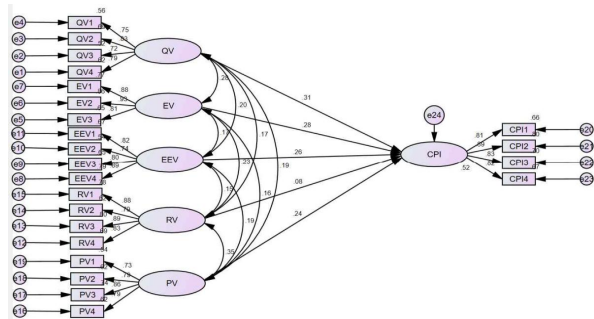


Fig. 2. Path Results

Table 1. Path Hypothesis Test Results

	Estimate	S.E.	C.R.	P	result
QV-CPI	0.304	0.038	7.95	***	accept
EV-CPI	0.244	0.033	7.296	***	accept
EEV-CPI	0.247	0.035	7.167	***	accept
RV-CPI	0.069	0.033	2.093	0.036	accept
PV-CPI	0.226	0.037	6.061	***	accept

### V. Research Results

Based on the perceived value of the consumer groups of Chinese traditional music training institutions, this study sorts out the relationship between the inherent attributes of the consumer groups in the traditional music industry, and the resulting influence on customers' purchase intentions. The perceived value of the consumer group has an important influence on the reasons that promote the impulse buying behavior of consumers. At the same time, this study has certain reference significance for improving the consumption of Chinese traditional music training institutions. This research is aimed at the Chinese traditional music consumer group, the main consumers are the parents of Chinese traditional music learners as the research object, and the characteristics of perceived value, the relationship between perceived value and purchase intention

are analyzed in detail. Through the investigation of existing research, this paper divides perceived value into five variables: quality value, experience value, emotional value, reputation value, and price value. The researchers believe that these five variables have a positive impact on purchase intention, so they put forward five hypotheses and established a research model. In this study, 417 questionnaires were processed through data processing, of which 400 were valid data. The result of data processing is as follows:

Among the respondents of this study, men accounted for 41.7% (80 people) and women accounted for 58.3% (112 people). The ratio of men and women was basically the same. From the perspective of age distribution, the main age group of parents is users aged 30- 50, accounting for 88.5% (354 people). It basically meets the standard of marriageable and reproductive age group. In terms of purchase reasons, consumers tend to be more rational, with 21% of users making purchase plans that are temporarily decided, a decrease compared to the previous ratio. This study believes that the continuous fermentation of the new crown epidemic has negatively affected the economic environment of the society. When most users watch live broadcasts, compared with the good economic environment before the epidemic, users are more worried from the economic level under the general environment, and psychologically Greater pressure is the main reason that directly leads users to follow rational consumption when purchasing decisions occur.

The five variables of quality value, experience value, emotional value, reputation value and price value have a significant impact on purchase intention. It shows that the value indicators perceived by the parents of consumers are in line with the expected assumptions about the purchase intention. Therefore, for the data analysis results of this paper, the author believes that it is in line with the actual psychological situation of consumers. Consumers' tendency to conform is based on the

behavior of others, so the purchase and evaluation information of others is very important.

## VI. Conclusions

According to the research results of this paper, this research believes that the development of traditional Chinese music training institutions is close to maturity, especially after the outbreak of many problems in training institutions, relevant departments continue to strengthen industry supervision and further regulate the behavior of training and education institutions. As a sales model that is not inferior to modern art training, art training will play an important role in the development of national traditional culture. The training of traditional music will surely become a popular sales model, providing assistance for art education. Therefore, for traditional music training, in addition to attracting users by fighting a "price war", it is more important to cultivate a good platform reputation, improve users' trust in the institution, and provide participants with a more intuitive value perception, thereby Stimulate the herd mentality of consumers. At the same time, based on empirical research, this study verifies some practical problems in the current music training institutions, points out the problems, and points out a new way for the development of future music institutions.

Relying on the existing literature on the perceived value of traditional music training institutions, this research is restricted by factors such as time and personal ability, and only selects quality value, experience value, emotional value, reputation value, and price value among many factors that affect perceived value. As the research variable of this paper, it does not indicate whether other factors have a significant impact on purchasing behavior, which is also the direction of further research in this paper in the future. At the same time, the sample selected in this study also

has certain limitations, and more extensive and in-depth research should be carried out. In addition, as China is currently affected by the epidemic, in order to quickly resume offline education, there will be more changes or other new problems in the training and education industry in the future development process, and follow-up research is required. Finally, there are many types of traditional music training institutions with different emphases. Due to the limitation of research conditions, it is impossible for the survey to cover all types of institutions, and the differences between the services of different institutions may affect the empirical results to a certain extent. Future research needs to focus on more in-depth studies combining institutional actors and types of institutions.

## ACKNOWLEDGEMENT

This work was supported by Inheritance and Utilization of Intangible Cultural Heritage "Xiuyan Shadow Play" in Liaoning Province (Project No.: LJKR0560) Research Grant.

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