

RESEARCH ARTICLE

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# THE ROLE OF PERCEIVED ATTRACTIVENESS IN SHAPING CONSUMER PREFERENCES: A STUDY OF SPORTS BRAND T-SHIRT PURCHASING BEHAVIOR AMONG COLLEGE STUDENTS IN ZHENGZHOU, CHINA

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## ABSTRACT

*The preference of customers is very impactful for the sports brand T-shirt making companies. The growth in the sportswear industry of China and preference of college students towards it, is significant, however, changes like change in trend and personality riots of consumers is considered significant. In this literature review chapter, previous research findings are presented about perceived attractiveness and its influence on purchasing behaviour of T-shirts with sports brands among college students in Zhengzhou, China. The review also investigates general theories like social identity theory as well as consumer buying behaviour theories where determinants like customer's attitude, brand image and advertisement have been identified as determinants in the buying process. Brand reputation is identified in the literature to play a huge role in increasing perceived product attractiveness as well as how customer attitudes act as the mediating factor between perceived brand image and actual purchase behaviour. The quantitative method has been used by selecting 410 students to conduct surveys for using their purchasing behaviour and preferences. Along with this, SPSS and SmartPLS have also been used here. Some recommendation has been provided and some limitations have also been identified while conducting the study.*

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## KEYWORDS

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## 1 Introduction

Consumer preference is a critical factor that is associated with the improvement of customer satisfaction as well as it is considered an important thing for brands for their long-term success. The consumer preference is a significant thing that is important for gaining the trust of the consumers. In addition, perception about trustworthiness is a significant thing that is beneficial for gaining the attention of customers in this matter (Song & Luximon, 2021). Studies help in identifying that attractiveness plays an important role for engaging consumers towards a product and considering the preferences of consumers are very significant things that are impactful for taking necessary actions that are helpful for the growth of business that can belong to any kind of sector. Additionally, the emergence of online mediums that are involved with selling different products and gaining a significant level of preferences is very significant. Factors like perception about the attractiveness of a product are very critical for the online purchase and sale like the offline mediums used for purchases and sales of any product. In addition, it can be also determined that factors like familiarity with the newly emerging technologies are very important in this context.

Hence, perception about the attractiveness for such a product is considered as a significant phenomenon that is associated with the further improvement of the product designing for quality improvement to retain the target audiences.

Study on the identified issues can be done through determining the aim and objectives of the study. The aim of the study is associated with identifying the role of perceived attractiveness, which shapes consumer preferences, on the purchasing behaviour among college students in Zhengzhou China. Some research objectives for the research work is also provided in this study.

RO1: To evaluate the importance of brand reputation for impacting the purchasing behaviour of college students

RO2: To investigate the role of price for impacting the purchasing behaviour of college students

RO3: To analyse the significance of advertisement for impacting the purchasing behaviour of college students

RO4: To investigate the role of customer reputation for mediating the relationship between perceived attractiveness and purchasing behaviour of college students

RO5: To analyse the role of factors like gender in moderating the relationship between perceived attractiveness and purchasing behaviour of college students

Along with the research objectives, some research questions are also drawn that can be helpful to achieve the goal of the research.

RQ1: What is the importance of brand reputation for impacting the purchasing behaviour of college students?

RQ2: What is the role of price for impacting the purchasing behaviour of college students?

RQ3: What is the role of advertisement for impacting the purchasing behaviour of college students?

RQ4: What is the significance of customer reputation for mediating the relationship between perceived attractiveness and purchasing behaviour of college students?

RQ5: What is the importance of factors like gender for moderating the relationship between perceived attractiveness and purchasing behaviour of college students?

Therefore, it can be stated that the study mainly focuses on the preferences of students studying under the universities in Zhengzhou rather than giving an overall overview about the college student's preference of other regions of China. The study is mainly done as a quantitative research work; therefore, it can be stated that the outcome of the study may lack some in-depth insights or emotional perspective of the learners.

## 2 Literature review

Consumers frequently choose those products and brands which are consistent with the characteristics of their reference groups. For example, the logos of sportswear manufacturers might provide concepts such as self-confidence, fitness, or social success in the company of like-minded people. When Chinese college students are buying sports brand T-shirts in Zhengzhou, they are likely to wish to pursue memberships in the stigmatised group that is identified with an energetic and trendy or the high status (Noh,

2024). Overall, perceived attractiveness may be explained as the evaluation of the product or the brand in terms of the visual, functional, and symbolic stimuli. This perception dominates the manner that consumers make their choices hence having greater implications on certain industries such as fashion where perception is an essential requirement.

### 2.1 Brand reputation and Purchasing behaviour

Brand image thus acts as a prediction factor influencing consumer behaviour considering attractiveness is deemed to form significant influence in execution of buying decisions. In the context of sports brand T-shirt purchasing behaviour among college students in Zhengzhou, China, the role of brand reputation is well established in the way students evaluate attractiveness of brand, quality perceived and status related to them. There are several reasons for such influence including brand affect, perceived quality, reference group influence and purchasing behaviour, brand trust and perceived quality (Lili, 2022). Brand image is a strong correlate of the trust and credibility that a brand enjoys in the marketplace. A leading global sports production company such as Nike or Adidas has always created its market base where buyers have confidence in its products and services.

*H1: Brand reputation has a significant impact on purchasing behaviour*

### 2.2 Price and Purchasing behaviour

Price is probably the most important factor that bears a strong impact on the decision to purchase since college students are usually constrained financially. Looking at college students' behaviour of T-shirt consuming sports brands in Zhengzhou, China, Price is the key influential factor. Pricing is often viewed as having a positive or negative impact on perceived product quality even if consumers consider the physical appearance of a particular product appealing. Several dynamics show how price interplays with perceived attractiveness in making the purchase decision: relative price, perceived price, brand Scheduler, psychopricing strategies. College students therefore consider the cost of commodities when making their purchases (Chan, 2021). An extended version of the perceived attitude includes the important notion of perceived affordability where, for example, a T-shirt with a racket brand, or some other sport attraction might be

considered as attractive because it looks well or has the impressive reputation or frequently seen by fellow students, its cost should not be beyond the students' ability to pay.

*H2: Price has a significant impact on purchasing behaviour*

### 2.3 Advertisement and Purchasing behaviour

Consumers' behaviour as influenced by advertisement majorly comprises attractiveness appeals and distinct brand establishment. Among college students from Zhengzhou, China, choosing the sports brand T-shirts, the element of advertisement plays an important role in influencing their purchasing decisions because it forms their expected attractiveness with the product. These effects work through mechanisms of brand formation, social reference, appeal to emotions, as well as endorsement techniques. Brand image is one of the main methods through which advertising influences purchasing behaviour (Marcos, 2020). They use advertisements as a form of stating some values that are dear to the masses, including sport, victory, and an active way of living. Kaplan et al. results suggest that advertisements make college students more likely to purchase sports branded T-shirts because the advertisements link sports-brand T-shirts to positive characteristics. Sports brands indicate perceived physical attractiveness by linking their products to such attributes as fitness, strength and youth which the students perceive they to be by using the branded products.

*H3: Advertisement has a significant impact on purchasing behaviour*

### 2.4 Customer Attitude, Brand reputation and Purchasing Behaviour

Consumer perception about the brand reflects on quality, prestige and social image of the brand which makes it seem more desirable by consumers. Here, a student in Zhengzhou might wear a T-shirt of a sports brand because it is recognised for high quality, trendy or simply because it is linked to sports. However, while brand reputation creates attention, a customer's attitude to the brand determines whether he will purchase the brand or not (Singh, 2023). A positive brand image by itself is not sufficient to create a demand and a sale, for the customers' experience, values and perceived beliefs must also support the brand image of the company. Customer attitude acts

like a filter to which brand reputation is perceived making it a moderating variable. A brand might be positively communicated in the market but if a customer does not get well disposed towards a brand, either due to his/her factors, prior experiences or culture and norm then the tendency to buy reduces.

*H4: Customer attitude has a mediating impact on the relationship between brand reputation and purchasing behaviour*

### **2.5 Customer attitude, price and purchasing behaviour**

Likewise, customer attitude can be referred to as a learned tendency to respond to a stimulus with favourable or unfavourable behavioural outcomes (Tyrväinen, 2022). Consumer behaviour toward a product is influenced by attitude, which can result in either positive or negative behaviours (Wang Q. Z., 2023). From a different perspective it has been highlighted in previous literature that customers are less price-sensitive when they have a strong good view of a brand and typically become loyal to it (Na, 2023). Customers with favourable attitudes might establish a justification for the high prices based on perceived value, brand reputation, or unique features. The price of a product has been connected to heuristic attributes as well where a higher price has been related to superior materials, craftsmanship, or exclusivity (Zhao H. Y., 2021). Not only does these emanate a positive attitude but create a virtuous cycle leading to better purchasing behaviour.

Therefore, based on the above-mentioned discussion the following hypothesis can be developed:

*H5: Customer attitude has a mediating impact on the relationship between price and purchasing behaviour*

### **2.6 Customer attitude, advertisement and purchasing behaviour**

Customers' attitude acts as an important mediating factor when relating advertisement to the buying behaviour because it determines how consumers are likely to be influenced by the advertisement. In the context of sports brand T-shirt purchase intention of college students in Zhengzhou, China, customer attitude mediates the impact of advertisements on the perception of the attractiveness, credibility and desirability of the advertised product among the college students. The following four factors, which are

affection, brand image appeals, normative beliefs, and perceived incentives, explain the fact that customer attitudes act as a mechanism through which advertising affects the purchase intention (Hye Rim Hong, 2022). Customer attitudes, as a rule, reflect how emotionally an advertisement appeals to the target group. About T-shirts with logos of popular sports, usually advertisement is associated with concepts like physical activity, victory and self-fulfilment.

*H6: Customer attitude has a mediating impact on the relationship between advertisement and purchasing behaviour*

### **2.7 Customer Attitude and Purchasing Behaviour**

Consumer psychology is a fascinating and intricate attribute where attitude can be signified as a predetermined inclination to support or disfavour a product (Keta, 2021). A consumer's attitude is the outcome of how they interpret factors in their minds, which might result in a favourable or negative standpoint. In this regard, it has been stated that three primary elements make up a consumer's attitude about a product or service: beliefs, feelings, and behavioural intentions (Shamim, 2022).

Additionally, the sports brands market in China is estimated to grow manifold as a result of growing health awareness, changing trends and government support which is expected to impose an impact on the attitude of the customers from younger demographics. Thus, the following hypothesis can be developed:

*H7: Customer attitude has a mediating impact on purchasing behaviour*

### **2.8 Gender, Brand Reputation, and Purchasing Behaviour**

In addition to utilitarian features and advantages, modern customers now acquire products and services for the enjoyable experiences they derive from them. Brand marketers are always pushing for new and creative methods to build remarkable brand experiences that improve the brand's advantageous relationship with customers (Roggeveen, 2021). Brand experience can be broadly categorised into four major aspects that are sensory, affective, behavioural, and intellectual all of which combine to define brand reputation. In addition to price and quality, consumers evaluate a brand based on how well it fits with their

personal values and how well-known it is in the industry.

Thus, based on the discussion it can be hypothesised that:

*H8: Gender has a moderating impact on the relationship between brand reputation and purchasing behaviour*

### 2.9 Gender, Price, and Purchasing Behaviour

Through a better understanding of the nuances of gender influence, brands can develop targeted initiatives that will not only enhance customer satisfaction but will also drive sales by aligning with consumers' values and purchasing behaviours. Thus, based on the analysis, it can be hypothesised that:

*H9: Gender has a moderating impact on the relationship between price and purchasing behaviour*

### 2.11 Conceptual Framework

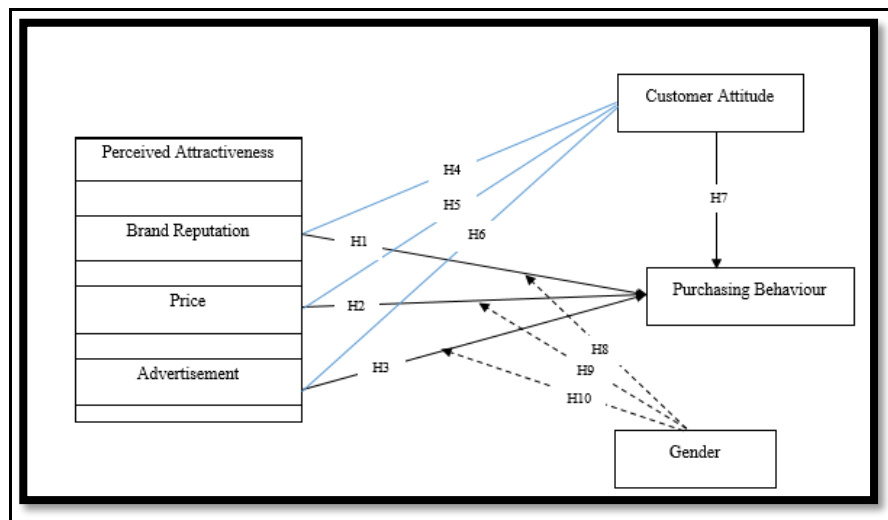
### 2.10 Gender, Advertisement, and Purchasing Behaviour

Marketing practitioners are aware that a compelling visual advertisement needs to compel the audience to pause by conveying a captivating narrative (Nguyen, 2021). Certain aspects of visuals, like colours, contexts, and others may arouse a sense of excitement, and trigger a variety of emotions as well as distinct reactions among the audience.

Thus, based on the above discussion it can be hypothesised that:

*H10: Gender has a moderating impact on the relationship between advertisement and purchasing behaviour.*

Figure 1: Conceptual Framework



## 3 Research methodology

### 3.1 Research Design

The methodology chapter describes the types of tools and techniques that have been used in this research. It allows the researcher to evaluate the selected tools and processes for collecting accurate and reliable data to recreate the study. This chapter has mentioned the following selected and used tools and methods with the justification of their selection. Along with this, quantitative research design has also been used in the study. The research design is selected based on the research objectives and variables. The quantitative

design is used for collecting numerical data directly from the participants (Horton & Lucasse, 2023). It is required for the researcher to develop a proper research design maintaining validity and reliability to generate trustworthy information.

Therefore, quantitative design is used to maintain multiple disciplines for complicated analysis as it collects and analyses the numerical data. It is effective for the study because it tests the hypothesis to prove the role of person attractiveness in shaping consumer preference among the college students of Zhengzhou, China. The use of quantitative research design provides multiple benefits to the researcher. It helps to find a large population as the sample size required for

the statistical analysis to test the hypothesis. This design is mainly selected focusing on the descriptive research design used to generate the entire summary of the variables selected in this research.

However, it underlines the process of collecting and analysing the data collected through empirical sources and evidence to reach the result of the study (Aithal & Aithal, 2020). Thus, this data collection method has been selected by the researcher for this particular study. The collected information using this method is entrenched in the advancement for shaping the consumer preference, mainly the purchasing behaviour of the students regarding their sports brand t-shirt in Zhengzhou, China. For this recent topic, the focus of the researcher is to perceive attractiveness in shaping consumer preference by understanding the mediating role using quantitative design. In the study, it helps to develop a proper structure, shape and design the entire study by arranging it properly in a descriptive way. It also helps to identify and use proper theory relevant to the variables and the research topic.

Using this, the researcher can develop a proper hypothesis and formulate it with the right statements. The related theory has also been implemented using the descriptive and quantitative design for highlighting the relationships between different variables (Alhassan, Asiamah, Opuni, & Alhassan, 2022)

After developing the hypothesis, the researcher uses this research design to focus on the research method used to collect data and analyse those. Moreover, using the right design and approach, the researcher has used a survey method formulating a suitable questionnaire to the research topic and the variables based on the factors. Various respondents have also been selected to collect the quantitative data to collect numerical information through statistical analysis.

### 3.2 Sampling and Instrumentation

It is recognised that the number of students under “Zhengzhou University” is over 50,000 (4icu.org, Zhengzhou University Ranking & Overview 2024, 2024). Additionally, the number under the “Henan Agricultural University” is near about 25,000. Moreover, another University is considered in this study, which is “Henan University of Technology” to collect respondents. The present number of total students under the university is near about 20,000 (pubs.sciepub.com, 2021). Hence, it can be stated that

the population identified here belongs to reputed universities of Zhengzhou, China. It is important to consider the total number of students here, from all the Universities identified, it can be stated that the total number of students under these universities is near about 1,00,000. Therefore, it can be stated that the total size of the population is 1, 00,000 here.

A sample size of 410 students is considered here that is above 384 to get a more effective outcome in this research work. The college students are selected based on the determined size and the individuals are selected randomly. Hence, the sampling process is “simple random sampling” and it is impactful to avoid any kind of bias. It is because selection of samples randomly can be beneficial to provide equal scope to the individuals within the population. The simple random sampling process provides equal scope to the individuals within the population to include themselves within the drawn sample as the participants for the research work. However, it is very important to develop tools and techniques that are helpful to gather information from the 410 respondents in an effective manner.

### 3.3 Data Collection

The researcher has selected the quantitative method of data analysis for this study. This can help to collect raw information from meaningful data. This process is considered a statistical and mathematical model which helps in determining the patterns trends and helps to scrutinise the statistical information to draw a better conclusion. In the study, using quantitative data analysis can help the researcher to target the variables which can be interpreted easily based on the quantitative research designs and the formulated hypothesis. In a simple term using a quantitative analysis method the relationship between the independent variables and dependent variables can be compared, described and summarised in a statistical way. It can help in exploring the targeted variables by maintaining the inside that affects the role of perceived attractiveness in shaping consumer preferences. It also must analyse the outcome after testing the hypothesis using different tools.

Factors like perceived attractiveness, brand reputation, price, advertisement, customer attitude, purchasing behaviour, and gender can be interpreted by using the method of quantitative data. Based on this process or analysis, two specific statistical tools and software

have been used in the study are IBM SPSS software and Smart PLS. Both statistical tools are used in quantitative data analysis for determining the core relation between the variables by supporting the developed hypothesis in a statistical way.

Here, in this section the effectiveness and use of various types of quantitative data analysis test has been described which supports the selection of quantitative data analysis methods the different types of tests are mainly applied through the survey methods. It needs the interpretation of numerical data, multiple graphs and tables which generate a proper understanding and interpretation of the statistical responses collected. However, the descriptive statistics has been conducted using both the smart PLS and SPSS software. The objectives used to conduct the descriptive statistics helps it analyse the trend and patterns that exist within the data collected for the study. The descriptive statistics helps in applying different measures to conduct the tests that are predominant with the data set to generate understanding and perceptions.

The data analysis process helps the researcher to collect raw data to solve the research questions including improving theories. Using quantitative data

analysis researchers conduct different tests and techniques like data screening, survey, profile of respondents, testing of parametric assumptions, descriptive statistical analysis, testing of multicollinearity, regression, and others. In order to test the hypothesis, the model measurement will be analysed using smart PLS for indicating the establishment of the validity and reliability test by the anxiety of convergent validity, consistency, and discriminant validity in acceptable values. Along with the descriptive statistics inferential statistics are also included in quantitative data analysis. It is effective to make right predictions or implications based on the variable and the relationship.

This is why inferential statistical tests are also included for testing the hypothesis by analysing the existing relationship between dependent and independent variables including the role of moderating and mediating variables in the study.

## 4 Results

### 4.1 Demographic Analysis

**Table 4.1**

Demographics of the respondents (N=410)

		Count	Column N %
Age	Below 20 years	123	30.0%
	20 to 22 years	202	49.3%
	Above 22 years	85	20.7%
Gender	Male	197	48.0%
	Female	213	52.0%
Ethnicity	Han	189	46.1%
	Manchu	115	28.0%
	Zhuang	81	19.8%
	Others	25	6.1%

The information presented in the table above indicates that most of the participants of the survey belong to the 20 to 22 years of age group. Additionally, 123 participants belong to less than 20 years of age group. Therefore, it can be stated that sports T-shirt brands are required to focus on addressing the requirements of students who are between 20 years to 22 years. This can significantly improve the possibility of profitability as the companies will be able to generate a huge customer base. However, it is also necessary to focus on the students from more than 22 years of age group.

The companies can utilise the requirements of different ethnicities to develop a diverse range of T-shirts so that the profitability of their business operation can be increased to a significant level. However, it is also necessary to use the information collected based on the age group to create promotional activities so that the requirements of the students from different age groups can be addressed in the most efficient way possible.

The representation of students in this demographic table indicates that the previously established promotional strategies to address the purchasing behaviour of the students must be improved by

segmenting them for students from different age groups. Additionally, it is also necessary to focus on the ethnicity of the student so that the cultural aspect of the marketing and promotional strategies can be improved according to the requirements of the Chinese Market. Therefore, it can be stated that the survey conducted in the study is able to create a diverse demographic representation of the students in the People's Republic of China.

The current situation in the Chinese sports segment indicates that it can be a great opportunity for the

companies involved in the sportswear segment to improve their business operation as the country is trying to promote more sporting events due to the success in the Olympics, Asian games, and others. Understanding the requirements and different segments of students will be helpful for them to develop new product segments for T-shirts. This can allow the companies to increase their customer base significantly as they will be able to influence the purchasing decisions of the student.

#### 4.2 Reliability

**Table 4.2 Cronbach Alpha**

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.890	.890	6

The main purpose of reliability is to test all of the individual items in a study and explore its significance with proposed research work. It is defined that the value of Cronbach alpha should be .950 or less, which helps to understand the reliability of proposed items. Following table 4.2, it is clearly understood that the value of Cronbach alpha identified as .890 is less than

.950. Based on that outcome, it is clearly understood that all of the proposed items for this study are significant with the proposed study. Moreover, it also can be said that all of the items in this study are also very suitable that can help to explore the perceived attractiveness of students to shape their purchasing preferences.

#### 4.3 Multiple Regression Analysis

**Table 4.3 Multiple regression analysis**

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B		
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1 (Constant)	-.207	.070		-2.967	.003	-.345	-.070
BR	.823	.030	.811	27.847	.000	.764	.881
P	.009	.030	.009	.311	.756	-.050	.069
A	.092	.032	.081	2.890	.004	.029	.154
CA	.085	.029	.081	2.981	.003	.029	.142
G	.050	.015	.047	3.312	.001	.020	.079

a. Dependent Variable: PB

The multiple regression analysis is conducted here to determine the correlation between the variables. Based on the outcome of table 4.3, and focusing on the sig value for all items, the relevancy of all items is identified. The sig value for “Brand Reputation” is determined as .000 that is less than .05. It means that Brand reputation has a significant impact on “Purchasing behaviour”. Another variable for this study is “Price” and the sig value for this item is .756 that is greater than .05. Therefore, it can be proposed

that BR and P do not have a significant correlation with each other in this research paper. The third variable is “Advertisement” and the sig value for all of its related items is .004, so it refers to a positive impact of advertisement on Brand Reputation.” Customer Attitude” is the mediating variable for this study, that sig value is .003. Due to less value of this item than .05, it also has a significant impact on purchasing behaviour. “Gender” is considered as a moderating variable, whose sig value is also lower than .05 that is



.001. Analysing sig value for all items, it can be said that except Price, all of the variables have a significant

impact on customer’s purchasing behaviour.

4.4 Pearson’s Correlation

Table 4.4 Pearson’s Correlation

Correlations		BR	P	A	CA	G	PB
BR	Pearson Correlation	1	.825**	.818**	.796**	.089	.954**
	Sig. (2-tailed)		.000	.000	.000	.071	.000
	N	410	410	410	410	410	410
P	Pearson Correlation	.825**	1	.811**	.815**	.031	.812**
	Sig. (2-tailed)	.000		.000	.000	.533	.000
	N	410	410	410	410	410	410
A	Pearson Correlation	.818**	.811**	1	.786**	.072	.819**
	Sig. (2-tailed)	.000	.000		.000	.145	.000
	N	410	410	410	410	410	410
CA	Pearson Correlation	.796**	.815**	.786**	1	.055	.800**
	Sig. (2-tailed)	.000	.000	.000		.269	.000
	N	410	410	410	410	410	410
G	Pearson Correlation	.089	.031	.072	.055	1	.130**
	Sig. (2-tailed)	.071	.533	.145	.269		.008
	N	410	410	410	410	410	410
PB	Pearson Correlation	.954**	.812**	.819**	.800**	.130**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.008	
	N	410	410	410	410	410	410

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation test is applied here to reveal the relationship between variables. Based on the two-tailed sig value method, the sig value would be considered in the Pearson table to explore the correlation between variables. The sig value for “Brand Reputation” is identified as .954, it means a very high correlation exists between brand reputation and purchasing behaviour of customers. On the other hand, the sig value for “Price” is determined as .812 that also denotes a very high correlation between Price and Purchasing behaviour that help to establish the

significance of this item in this study. Another variable is “Advertisement” whose sig value is .819. Based on this value, it is clearly understood that advertisements have a positive and very high correlation with purchasing behaviour. The sig value for mediating variable “Customer Attitude” is .800 that refers to a very high correlation with dependent variables. On the other hand, the sig value for moderating variable “Gender” is .130 that indicates to a low correlation with dependent variable (purchasing behaviour).

4.5 Hypothesis testing

Hypothesis	Results
H1: Brand reputation has a significant impact on purchasing behaviour	Satisfied
H2: Price has a significant impact on purchasing behaviour	Not Satisfied
H3: Advertisement has a significant impact on purchasing behaviour	Satisfied
H4: Customer attitude has a mediating impact on the relationship between brand reputation and purchasing behaviour	Satisfied

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<i>H5: Customer attitude has a mediating impact on the relationship between price and purchasing behaviour</i>	Satisfied
<i>H6: Customer attitude has a mediating impact on the relationship between advertisement and purchasing behaviour</i>	Satisfied
<i>H7: Customer attitude has a mediating impact on purchasing behaviour</i>	Satisfied
<i>H8: Gender has a moderating impact on the relationship between brand reputation and purchasing behaviour</i>	Satisfied
<i>H9: Gender has a moderating impact on the relationship between price and purchasing behaviour</i>	Satisfied
<i>H10: Gender has a moderating impact on the relationship between advertisement and purchasing behaviour</i>	Satisfied

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The hypothesis testing is testing is conducted based on the regression and Sobel test values that are generated for the study. If the impact of the variables is considered to be signified and a strong relationship is seen to be prevalent between the dependent and independent variables it is considered that the hypothesis developed for analysing the relationship between the variables are also satisfied. It is observed from the table above that the hypotheses from H1 and H3 has been satisfied since there is a strong relationship between all the independence variables and dependent variables except for the variable price for H2. Relationship is also seen to be prevalent among the mediating and moderating variable that is further proven through the test analysis as well. Hens the hypothesis developed from H to H10 are also considered to be satisfied.

## 5 Discussion

By analysing the outcome of the analysis, it is understandable that different dimensions of perceived attractiveness are required to be incorporated by the companies associated in the sportswear segment to influence the purchasing behaviour of the customers. Dimensions such as brand reputation, price and advertisement are found to be very important to improve the profitability of the business operation. Although the analysis presented here indicates that the relationship between brand reputation and purchasing behaviour of the students cannot be justified, it is understood that it can play a significant role in creating more value for the advertisements of the company.

Companies can use brand reputation to improve the lifestyle of the student through their production services. Purchasing products from reputable companies can significantly improve the self-esteem of the students. This approach is already being used by multinational Sportswear companies such as Nike, Adidas, Puma, and others (Najafi, 2024). Therefore, the possibility for the local companies in the People's Republic of China to improve their profitability by addressing the dimension of self-esteem of the students cannot be neglected.

However, it is noticed that the price of the t-shirt can play a significant role in influencing the purchasing behaviour of the students in People's Republic of China. Confirmation of the hypothesis indicates that it is necessary for the companies associated with the sportswear segment to focus on providing T-shirts to the students at a lower price to compete with the multinational companies in the market. However, the quality of t-shirts must be maintained regardless of the price so that it will be possible to achieve better results in the market (Chen L. C., 2021). Better quality products improve the brand attractiveness of the companies, and they can increase their customer base through the phenomenon of word of mouth without any challenges.

Therefore, focus on the development of the pricing strategy is essential for the companies. The companies must conduct proper evaluation of the prices of the products offered by the competitors in the Chinese Market so that they can develop more effective pricing strategies to address the price dimension of perceived attractiveness. Use of discounts can be very effective

in the development of the promotional campaigns for the products as it can significantly affect the price dimension. Providing discounts during cultural and social events in the People's Republic of China is essential to increase the sales of T-shirts in the sportswear segment (Chi, Understanding perceived value and purchase intention toward eco-friendly athleisure apparel: Insights from US millennials, 2021). It is necessary for the company to understand that most of the students are under budget to purchase sports t-shirts from reputable companies. Therefore, charging a higher price can negatively influence the brand reputation of the company.

Development of partnerships with the social institutions can also be beneficial for the companies to improve their brand image in the eyes of the students. This can significantly influence the purchasing behaviour of the students. Additionally, it is also recommended to the companies associated with the sportswear segment in the People's Republic of China to analyse the promotional and advertising strategies adopted by the foreign multinational companies. It is understandable that the foreign multinational companies are required to develop new strategies to penetrate the Chinese Market as most of the social media platforms used by the companies in other countries do not have a significant user base in China. Therefore, some useful elements can be identified by analysing the approaches adopted by those companies, which can be integrated to the promotional and advertising strategies for the local companies.

After evaluating possible dimensions that can be useful for addressing the purchasing behaviour of the students in the Chinese Market, it can be stated that perceived attractiveness and its dimensions are useful for those companies to generate more profitability and to increase the customer base. Additionally, this factor can provide the opportunity to restructure the business operations of the local companies so that the students can be presented with high quality products with a lower price.

However, sudden changes in the market will not be beneficial to have a rigid promotional strategy as such change can affect the purchasing behaviour of the students. Therefore, the promotional strategies for the companies must be focused on flexibility and adaptiveness so that any sudden changes can be incorporated in the business operation without

hampering the profitability of the company. Changes in social media trends must also be incorporated in the strategic decision-making. The promotional strategy must be capable of providing the same product to the students in a different way under a new trend.

## 6 Conclusion

From the above analysis this has been recognised that the role of perceived attractiveness in shaping the consumer preference can affect the purchasing behaviour of the students in Zhengzhou, China regarding sports brand t-shirts. Suitable objectives and Research questions have been developed to continue the detailed analysis regarding the Chinese college students who are interested in different types of sports and require proper t-shirts as their sportswear. Different variables have also been developed and link with the research objectives and research questions. Along with this, appropriate methods like quantitative studies have been conducted here for using survey process to collect direct information from the students who are selected as the participants for this study. This can help the researcher to understand the students' preference who are interested in sports and prefer branded sports t-shirt. The relationship between the factors like customer attitude, advertisement, purchasing behaviour, brand reputation, gender, and price are properly linked with each other with proper evidence. Along with this, suitable tests like demographic analysis, reliability, multiple regression analysis, and correlation has also been measured for satisfying the hypothesis.

It is important for the management of the organisations to understand the basic preference of the customers which can influence their purchasing attitude and behaviour. Identifying customer preference is important to understand the demand and the requirement of the customers which helps to deliver appropriate marketing and sales campaigns. It is the responsibility of the sports brand to focus on the preference of the students which can help to purchase the products they want. However, some recommendations can be provided for the management of the sports t-shirt brand which can be used for identifying the preference of their customers and can understand the purchase in behaviour. Analysing the marketing trend can help in identifying the consumer preference is to analyse the industrial market trend.

The management of the brand can focus on the latest trend of the industry in the market which can help them to notice the technological environment, consumer references and behaviours. This trend can help them to contribute to the social factors which can change the purchasing behaviour of the customers which can provide growth of the company and productivity.

The management can also recognise the preference of the customers by knowing the pain point or requirement. This can drive them to make a better purchase decision. By recognising the areas where customers are satisfied with recent services or products, the brand management can develop the exact product to meet the needs of the customers, that is a branded sports t-shirt for the students with proper material and quality of the clothes. This not only help the brand to satisfy the need of the customers by knowing the preference but can also increase their sells and recognise the potential new market opportunities. Using the concept of survey and forms are also effective to know the preference of the customers. Posting online survey form in the social media on behalf of the brand to the can help to collect suitable feedbacks directly from the customers. This can help to understand the purchasing behaviour and the latest preference of the customers from their brand which is beneficial for producing new products.

The study result provides suitable ideas regarding the role of perceived attractiveness in shaping consumer

purchasing behaviour and the preference of the student for the sports brand t-shirt. However, the study has not properly focused on highlighting the view of the students regarding their preference or the selection of products.

This has been recognised that the students of the college have less level of understanding regarding the material and quality of their brand sports T-shirt which can affect their health. Apart from that, some other issues have also been recognised while going through the discussion and the analysis of the research. Limited sample size is a major limitation a research work can have. In the study, the total number of participants was 410 students selected as the limited size of the sample for understanding the role of perceived attractiveness in shaping consumer behaviour. Therefore, it has developed the chance of self-report error at the time of collecting data and analysing those. Another limitation of this research work is limited measures. Due to this limitation, the study discussion is not properly completed due to lack of in-depth objective measures on shaping the consumer preference and purchasing behaviour of the students. The partial information can be reflected in the organised or close end queries. The study does not provide a comprehensive understanding of what is happening through the detailed perception and analysis. This is why it is required for the future researcher to focus on these limitations and problems by solving it to make this study appropriate.

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