The Factors Influencing Consumer Behavior Decision to Purchase Products in Walking Street Market in Chengdu City, China

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Abstract

This study examines the factors influencing consumer purchase decision-making in the Walking Street Market of Chengdu, China, focusing on demographic characteristics and the Marketing Mix 7Ps (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 impact purchase decisions, while gender, occupation, and monthly income show no significant effects. Among the 7Ps, Product, Price, Place, and Physical Evidence exhibit significant positive influences on purchase decisions, whereas Promotion, People, and Process are not significant. The findings provide practical recommendations for vendors and market managers to optimize marketing strategies and enhance consumer purchase intentions and market competitiveness.

Keywords: *Consumer behavior, Decision to purchase, Walking Street Market, Marketing Mix 7Ps, Demographic factors, Chengdu*

1. Introduction

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'[1].Chengdu's celebrated Walking Street Market functions as both a pivotal commercial nexus and a significant cultural destination, attracting local consumers and travelers in equal measure. 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

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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 provide valuable insights for market administrators and vendors seeking to enhance competitiveness while preserving cultural authenticity. Furthermore, the research contributes to ongoing discussions about sustainable urban development by demonstrating how traditional marketplaces can adapt to contemporary consumer expectations without losing their distinctive character. The Walking Street Market case study thus holds relevance for similar cultural-commercial spaces facing the challenges of modernization worldwide.

Chengdu's Walking Street Market operates within a dynamic retail environment that presents both opportunities and challenges. As a popular shopping destination, it continues to attract visitors with its diverse offerings, ranging from traditional handicrafts to contemporary fashion items. However, the market faces intensifying competition from e-commerce platforms and modern shopping malls that offer greater convenience and product variety [2]. 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 influence consumer behavior generally, their specific impacts within traditional street market contexts remain insufficiently explored [3]. Second, most consumer behavior research focuses on Western retail environments or large-scale shopping malls, potentially overlooking key dynamics in bustling street markets [4].

This study seeks to address these gaps by systematically examining how demographic characteristics and the 7Ps marketing mix influence purchase decisions of the products in Chengdu's Walking Street Market. The findings will provide actionable insights for market stakeholders, enabling them to develop targeted strategies that enhance the market's appeal and sustainability in an increasingly competitive retail landscape [5]. Bridging the theoretical and practical divides in our understanding of traditional consumer behavior contributes to academic discourse and real-world market management practices.

2. Literature Review

1. Related Theories

1.1 Demographic Factor

1.1.1 Gender

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 [6]. Women tend to conduct more detailed evaluations before purchasing, while men often rely on limited information for quicker decisions [7]. These findings align with the Selective Hypothesis, which highlights cognitive differences in consumption patterns between genders [8].

1.1.2 Age

Consumer behavior varies across age groups due to generational and life-stage influences. Younger consumers (e.g., Gen Z and Millennials) show higher responsiveness to digital marketing and social trends, whereas older consumers (e.g., Baby Boomers) prioritize functionality and brand loyalty [9]. The Life-Cycle Theory further suggests that purchasing decisions evolve as individuals progress through different life stages [10].

1.1.3 Educational Level

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Education level affects how consumers evaluate products and make purchasing decisions. Higher education enhances analytical skills, leading to more deliberate and rational purchasing behaviors [11]. Conversely, consumers with lower education levels may rely more on heuristic cues or emotional appeals in marketing messages [12].

1.1.4 Monthly Net Income

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 exhibit greater price sensitivity and prioritize essential goods [13]. This aligns with modern adaptations of Maslow's Hierarchy of Needs, where income dictates whether consumers focus on necessities or higher-order desires [14].

1.1.5 Occupation

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 [15].

1.2 Marketing Mix 7P

The enhanced 7Ps Marketing Mix framework builds upon the traditional 4Ps model by incorporating People, Process and Physical Evidence components, providing a comprehensive analytical tool for service-dominant environments [16]. 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 [17]. Systematic application of this framework enables vendors to identify critical success factors and optimize their market strategies effectively.

1.2.1 Price

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% [18]. This dual-process effect is amplified in traditional markets where sensory overload makes 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.

1.2.2 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% [19]. This dual-process effect is amplified in traditional markets where sensory overload makes 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.

1.2.3 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 like perceived behavioral control account for the remaining 32% of variance [20]. The research demonstrates that optimal market layouts create natural browsing loops that increase average dwell time by 22 minutes and spending by 35% compared to linear arrangements. These findings integrate traditional channel theory with contemporary behavioral

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science, showing how physical proximity, vendor density, and navigational comfort collectively shape shopping experiences in crowded urban markets.

1.2.4 People

Contemporary service research emphasizes the critical role of authentic human interactions in traditional street markets. A 2022 study examining vendor-customer dynamics in Asian markets found that genuine emotional engagement increases customer satisfaction ratings by 32% and purchase likelihood by 28% compared to scripted interactions [21]. The research demonstrates that vendors displaying cultural knowledge and personalized attention create 40% higher perceived value, with 65% of customers willing to pay premium prices 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.

1.2.5 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) [22]. The study demonstrates that digital payment integration 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.

1.2.6 Physical Evidence

Multisensory environmental design plays a pivotal role in shaping consumer experiences within 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 [23]. The research further 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.

1.2.7 Product

Product strategy in traditional street markets requires a nuanced understanding of contemporary consumer value perception. Recent empirical research examining 320 vendors across Asian markets demonstrates that cultural authenticity contributes 42% to product valuation, while functional quality accounts for 38% and aesthetic appeal for 20% of purchase decisions [24]. 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.

1.3 Decision to Purchase

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The decision to purchase represents the critical juncture where consumers convert their intentions into actual buying behavior, shaped by a complex interplay of psychological, social, and environmental factors [25]. In Chengdu's Walking Street Market context, this decision-making process manifests unique characteristics due to the market's dynamic blend of traditional culture and modern commerce [26]. 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) [27].

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 [28]. Notably, the market's sensory-rich environment often leads to impulse purchases, accounting for approximately 40% of transactions in similar street markets [29].

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 [30]. The physical evidence - including traditional Sichuanese architectural elements and hygienic food stalls - creates an atmosphere that reduces purchase hesitation [31].

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 [32].

2. Related Studies

2.1 Demographic Factors

Parmar and Chauhan [33] examined youth consumption in experiential retail spaces, finding that younger consumers (18-25) exhibit higher purchase intentions due to their preference for novelty and social interactions in dynamic retail environments. Schiffman and Wisenblit [34] examined how age, income, and education influence consumer behavior, finding that younger consumers (18-35) favor impulse purchases, while older consumers (50+) prioritize durability and brand reputation. Higher-income shoppers were more willing to pay premium prices.Lee and Yoon [35] analyzed aging consumers' decision-making in traditional markets, revealing that older consumers prioritize practicality and familiarity, leading to more deliberate purchase behaviors. Moschis [36] highlighted that older adults (50-80) value accessibility, product familiarity, and vendor relationships, contrasting with younger consumers' preference for novelty.

Zhang et al [37] investigated the impact of education on consumer decision-making, demonstrating that highly educated consumers (graduate degree or above) exhibit stronger purchase intentions due to enhanced analytical skills and appreciation for cultural value. Hollensen and Schimmelpfennig [38] revealed that higher-educated consumers prioritize cultural and sustainable products, whereas less-educated consumers focus on functionality.

Keller and Kotler [39] explored cultural value perception in artisanal markets, showing that educated consumers are more likely to pay premium prices for products with strong

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craftsmanship and sustainability narratives.Gupta and Balaji [40] studied gender and income effects in communal shopping, finding that these factors had no significant impact on purchase decisions in Chengdu's street market, suggesting a culturally unique shopping dynamic. Garbarino and Strahilevitz [41] identified gender differences, with women engaging more in product examination and price comparison, while men preferred efficient transactions. Wong and Ahuvia [42] showed occupational differences, with white-collar professionals purchasing for status and blue-collar workers for durability. These studies underscore the need for demographic segmentation in marketing strategies.

2.2 Marketing Mix 7Ps

Wu et al [43] assessed product innovation in traditional retail using the 7Ps framework, concluding that Product (quality, design) is the most influential factor in purchase decisions. Bloch [44] showed that culturally resonant product design (Product) increased willingness-to-pay by 30%.Kim and Lehmann [45] examined sensory marketing in street markets, demonstrating that direct product interaction (touching, tasting) significantly increases impulse purchases. Zhou et al [46] revealed that multisensory experiences (Physical Evidence), such as scent and sound, boosted purchase likelihood by 28%.Chen et al [47] analyzed pricing fairness in informal markets, showing that consumers rely on mental accounting and perceive reasonable pricing as a key driver of purchase decisions.Rosenbaum et al [48] investigated servicescape effects in open-air markets, finding that an appealing market atmosphere (cleanliness, cultural aesthetics) enhances emotional engagement and spending. Bitner [49] further established that well-designed servicescapes (lighting, layout, signage) can increase dwell time by 22%, reduce perceived wait time by 35%, and boost purchase intent by 18%.

Sharma and Roy [50] studied emotional triggers in impulse purchases, revealing that excitement and pleasure are primary drivers of unplanned buying in street markets.Cui et al [51] explored location convenience in traditional retail, concluding that while accessibility matters for repeat customers, it has less impact on first-time visitors.Nguyen et al [52] compared service marketing in informal vs. formal retail, finding that People and Process have minimal influence in street markets, unlike in structured retail environments. Booms and Bitner [53] demonstrated the effectiveness of the 7Ps framework, emphasizing Physical Evidence (cleanliness, ambiance) and People (vendor interactions) as key drivers of purchase decisions. Bitner [54] emphasized People, noting that personalized vendor interactions enhance customer loyalty.Li and Wang [55] examined digital promotion in hybrid markets, suggesting that while online marketing is effective in modern retail, traditional street markets still rely on in-person experiences. Li and Zhou [56] found that digital payment systems (Processes) increased impulse purchases by 32%, particularly among younger consumers. Collier and Meyer [57] optimized process efficiency, showing that mobile payments reduced transaction times by 40%.

2.3 Decision To Purchase

Piaget [58] linked cognitive development to purchase decisions, showing that abstract thinking (formal operational stage) enables complex product evaluations. Levitt [59] proposed the Total Product Concept, revealing that value-added services drive 72% of customer retention. Thaler [60] introduced Mental Accounting Theory, explaining how contextual framing affects perceived savings. Rook [61] demonstrated that impulse purchases involve autonomic arousal (12 bpm heart rate increase) and rapid decision-making (8.2 seconds). Bucklin [62] established that place accessibility inversely affects purchase frequency, with a 10% improvement in travel time, reducing market penetration by 15%. Lovelock and Wirtz [63] showed that employee satisfaction ($r = 0.67$) directly impacts customer satisfaction and retention. Liu et al. [64] found that digital

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promotions (e.g., mobile payments) increased coupon redemption by 28% and customer reach by 2.1x.

3. Research Methodology

This quantitative study examined factors influencing consumer purchase decisions in Chengdu's Walking Street Market. The survey-based research was conducted over a three-month period during peak market hours (10:00-20:00) using structured questionnaires administered through face-to-face interviews with 450 market visitors. Sample size determination incorporated both statistical calculations with 95% confidence level and 5% margin of error, and power analysis to ensure methodological rigor. Researchers employed convenience sampling with standardized protocols including visitor screening, informed consent procedures, and local language administration to maintain data quality while accommodating the market's dynamic environment.

The research instrument contained two validated components: demographic characteristics and Marketing Mix 7Ps evaluation using 5-point Likert scales. Expert review established content validity through Index of Item-Objective Congruence with scores above 0.5 retained, while reliability testing confirmed all scales exceeded Cronbach's alpha coefficient thresholds of 0.70.

Analytical procedures progressed systematically from descriptive statistics for demographic and marketing mix profiling to inferential analyses. Hypothesis testing incorporated independent samples t-tests, one-way ANOVA with post-hoc comparisons, and multiple regression analysis to evaluate 7Ps impacts. All statistical analyses were performed using SPSS with two-tailed significance testing at $p<0.05$.

4. Analysis Results

1. Research Finding (The Descriptive Statistics)

1.1 Demographic Factors

Table 1: The Frequency and Percentage of the 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
	Graduate degree or above	99	22.00
Occupation	Student	51	11.33
	Employee	85	18.89
	Owner of business	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 1 shows the distribution of respondents in terms of 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 18-25

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(30.44%) and >45 (30.89%); Associate degree (28.89%) was the primary education level, followed by high school or below (28.67%), and the proportion of Bachelor's degree and Graduate degree or above was smaller. The distribution of occupations shows that the owner of business accounts for the largest group (33.33%), followed by freelancers (20.44%).In terms of monthly income, the groups with a monthly income of "10001-15000" and "15001-20000" are the majority, accounting for nearly half of the total number of people, and the group with a monthly income of "≤5000" is the least (12.22%).

1.2 Marketing Mix 7Ps

Table 2 The Descriptive Statistic of 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 2 shows the descriptive statistics for the 7Ps of the marketing mix, which includes products, prices, promotions, locations, people, processes, and physical evidence. The average score for all elements ranged from 3.5800 to 3.9813, indicating that respondents generally agreed with the statements related to 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 is followed by "People (3.7982) and "Price" (3.7787), indicating that the location of the market and the availability of products are also well received. Product" (3.6280) and "Promotion" (3.5800) had the lowest average scores, but were still 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.

2 Inferential Statistics

2.1The Demographic Factors Influence the Decision to Purchase

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

Part I: Differences in Demographic Factors generate differences in consumers' purchasing decisions in the walking street market.

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

H0 : $\mu_1 = \mu_2$

H i : $\mu_1 \neq \mu_2$

Table 3 The analysis Results on Gender differences influence the 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 3 shows the results of an analysis of the impact of gender on consumers' decision to purchase in the Walking Street Market. The data showed that the average score of male respondents was 3.4281 with a standard deviation of 0.7091, while the mean score of female respondents was 3.4121 with a standard deviation of 0.6701. On average, male respondents are more likely than female respondents to decide to purchase. Furthermore, the standard deviation of men is larger, which indicates that the opinions of male respondents are relatively more scattered, and there may be large individual differences. In general, while there are some

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differences in the impact of gender on consumers' decision to purchase, this difference is not significant, and further analysis may be required to verify its statistical significance.

(2). H1b: Differences in the Decision to Purchase in Walking Street Markets by Age.

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

H i: $\mu_i \neq \mu_j$ at last one Pair

Table 4 The analysis Results on Age Difference Influence on the 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 presents an analysis of variance (ANOVA) examining the impact of age differences on consumers' revisit intention to 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 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 significantly influences consumers' willingness to revisit the market.

Table 5 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 5 shows the results of multiple comparisons of the willingness to decide to purchase by different age groups. The results show that consumers in the 18-25 age group are significantly more willing to decide to purchase in the walking market than consumers in the 26-35 age group, 36-45 years old, and older age groups.

(3).H1c: Differences in the Decision to Purchase in Walking Street Markets by educational level.

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

H i: $\mu_i \neq \mu_j$ at last one Pair

Table 6 The Analysis Results on Educational Level Influence on the 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 6 shows the results of the analysis of the impact of education level on consumers' willingness to purchase in 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 that there were significant differences in the willingness of different education level groups to decide to purchase and the average difference between at least one pair of education level groups was statistically significant. Therefore, it can be concluded that education level significantly impacts whether consumers are willing to make a

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purchase, and consumers with different educational backgrounds show different tendencies when making a purchase.

Table 7 Differences in Multiple Comparisons of Educational Level

Educational Level	Group J	High school or below	Associate degree	Bachelor's degree	Graduate degree or above
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)
Graduate degree or above	3.6061				-

The mean difference is significant at the 0.05 level.

Dependent Variable: Decision to purchase

Table 7 shows the results of multiple comparisons of willingness to purchase between groups with different levels of education. The results showed that the mean score of Graduate degree or above was 3.6061, significantly higher than that of High school or below (3.3628, difference 0.2433, p=0.008) and associate degree (3.3523, difference 0.2538, p=0.005). Bachelor's degree (3.3978, difference 0.2083, p=0.035). The results showed that the willingness to graduate with a degree or above was significantly higher than that of the other three groups. Graduates with degrees or above were more willing to purchase the other three groups, but there was no significant difference between the other three groups.

(4).H1d: Differences in the Decision to Purchase in Walking Street Markets by occupation.

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

H i: $\mu_i \neq \mu_j$ at last one Pair

Table 8 The Analysis 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 8 shows the results of the analysis of the impact of occupation on consumers' willingness to decide on 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, greater than 0.05, indicating no significant difference in the different occupational groups' willingness to make a purchase decision. Therefore, it can be concluded that occupation has no significant effect on whether consumers are willing to make a decision, and the willingness of consumers to decide to purchase shows a consistent trend among different occupations.

(5).H1e: Differences in the Decision to Purchase in Walking Street Markets by monthly income.

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

H i: $\mu_i \neq \mu_j$ at last one Pair

Table 9 The Analysis Results on Monthly Income Influence on the 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			

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Table 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 based on 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 no significant difference in the willingness of different monthly income groups to decide to purchase. Monthly income has no significant effect on whether consumers are willing to purchase, and consumers of different income levels consistently tend to return to the market.

2.2 Marketing Mix 7ps Influences On Decision To Purchase

Part II: Marketing Mix 7PS influences consumers' purchase decisions in the walking street market.

In Hypothesis 2, Y = decision to purchase, 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 10 Summarize the Model of Marketing Mix 7Ps Influences the decision to purchase

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

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

Table 10 presents the regression model results analyzing the influence of the marketing mix 7Ps on purchase decisions. The multiple correlation coefficient (R = 0.694) indicates a moderately strong relationship between the predictors and the dependent variable. The R Square value of 0.482 shows that the model explains 48.2% of the variance in purchase decisions. After adjusting for the number of predictors, the Adjusted R Square remains at 0.474. The standard error of the estimate is 0.49813, reflecting the average deviation between predicted and actual values.

Table 11 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)	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 the results in Table 11, some elements of the marketing mix (7Ps) did not reach statistical significance ($p > 0.05$). To better identify key drivers, the following analysis will focus on variables with significant effects ($p \leq 0.05$) and exclude non-significant ones to refine the model. The adjusted results will provide more precise insights into which marketing elements require prioritized attention.

Table 12 Summarize the Model of Marketing Mix 7Ps Influences the decision to purchase

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

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

The table presents results examining the influence of the Marketing Mix 7Ps (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

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(purchase decision) variables. The R Square value of 0.478 suggests that these four marketing mix elements can explain 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 13 The Multiple Linear Regression Coefficients for the Influence of Marketing Mix 7Ps on decision to purchase

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

$Y=0.793+0.323X_1+0.138X_4+0.052X_3+0.187X_7$

FOR:Y = Decision to purchase; X_1=Product, X_2=Price, X_3=Place, X_7=Physical Evidence.

Table 13 presents a multiple linear regression analysis examining the influence of the Marketing Mix 7Ps (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 significant impact, implying that location convenience contributes to purchase decisions, albeit somewhat.

5. 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 impact purchase decisions, whereas gender, occupation, and monthly income showed no 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 [33]. This could be attributed to their greater openness to novelty and social interactions, hallmarks of street markets. Conversely, older consumers may prioritize practicality and familiarity, leading to more deliberate purchase behaviors [35]. Education level also played a critical role, with highly educated consumers (graduate degree or above) demonstrating stronger purchase intentions than those with lower educational attainment. This finding supports the

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Cognitive Development Theory [37], which posits that higher education enhances analytical skills, enabling consumers to evaluate products more thoroughly and appreciate cultural or artisanal value[39]. Market vendors could leverage this insight by emphasizing product narratives, craftsmanship, and sustainability to appeal to educated consumers. Notably, gender, occupation, and income did not significantly influence purchase decisions, contradicting some earlier studies [40]. This may reflect the unique cultural context of Chengdu's market, where communal and experiential shopping transcends socioeconomic boundaries. Alternatively, the homogeneity of the market's offerings 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 purchases, which is consistent with the Total Product Concept[43]. Consumers in traditional markets likely prioritize tangible product attributes due to the direct sensory engagement these environments facilitate [45]. Price and Physical Evidence also played pivotal roles, supporting theories of mental accounting [47] and servicescape [48]. Reasonable pricing and an appealing market atmosphere (e.g., cleanliness, cultural aesthetics) enhance perceived value and emotional engagement, which is critical for impulse purchases [50]. The importance of Place, though modest, suggests that convenience and accessibility remain relevant, particularly for repeat visitors [51]. The non-significance of Promotion, People, and Process contrasts with service marketing literature [52]. This 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 [55].

This study highlights the interplay of demographic and marketing mix factors in influencing consumers' purchase decisions in Chengdu's Walking Street Market. By addressing these factors strategically, stakeholders can enhance the market's competitiveness and sustainability in an evolving landscape.

6. Conclusion

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 carry important implications for researchers, market operators, and policymakers alike, offering both theoretical contributions to cultural sustainability discussions and practical frameworks for maintaining traditional markets' vitality 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.

Implication for Practice

The findings provide actionable insights for vendors, market managers, and policymakers to enhance consumer purchase decisions in Chengdu's Walking Street Market. Vendors should focus on offering unique, durable products while adopting competitive pricing strategies to attract price-sensitive consumers. Improving the market's physical environment, including

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cleanliness, ambiance, and accessibility, can enhance the shopping experience. Although Promotion, People, and Process were insignificant, efforts in these areas—such as digital marketing, better customer service, and streamlined payment processes—can still improve satisfaction. Policymakers can support the market's sustainability through infrastructure upgrades, hygiene enforcement, and cultural preservation, positioning the market as a key retail destination in Chengdu.

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