

# Factors influencing Art consumption's behavior intention: A study from China

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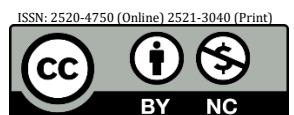
## Abstract

Art consumption's behavioral intention analysis is one of the core links of art consumption's behavioral analysis. The influencing factors of art consumption's behavior intention and their relationship explain the mechanism of art consumption's behavior intention, and the relevant research results can lay a good foundation for the in-depth study of art consumption's behavior theory. This quantitative paper found out that it is of great theoretical and practical significance to study art consumption's theory on the formation mechanism of behavioral intention. The innovation of this paper mainly includes the following two aspects. Firstly, the concept of art consumption's behavioral intention is defined, and its characteristics are analyzed. The second is to construct a model of art consumption's behavioral intention.



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## INTRODUCTION

In the research results of consumer behavior, consumer behavior explanation models constructed by different scholars are the main representatives. Although different explanatory models have their own disciplinary basis and research perspectives, they all pursue a complete picture of consumer behavior, focusing on the whole process of consumer behavior, including individual characteristics of consumers, factors affecting consumer behavior, analysis of consumer decision-making behavior, and other contents. In addition, they also pay attention to the differences and variability of consumer behavior, which shows that the most striking feature of consumer behavior research is its integrity and dynamics (Lu, 2020; Chen 2023; Li 2023; Yang 2023; Shen 2022). It is the characteristics of consumer behavior research that provide a new research path for academic circles to try to make up for the defects of market segmentation theory. A large number of empirical studies further confirm that "market segmentation based on consumer behavior" has positive research significance. Scholars can obtain more complete consumer information in the dynamic and systematic study of consumer behavior, and avoid subjective, static and one-sided disadvantages when choosing segmentation perspectives, criteria and methods, thus ensuring the high reliability and high discrimination of segmentation results (Yuan, 2022). At present, a large number of theoretical research results and practical verification show that the existing basic theory of consumer behavior intention is mature and is constantly improving and developing. From the initial attitude theory to the multi-attribute attitude theory, to the rational behavior theory, as well as the planned behavior theory based on the rational behavior theory and the science and technology acceptance model based on scientific and technological products, the theoretical model of consumer behavior intention has been continuously integrated and expanded. Art consumption's behavior has aesthetic and emotional characteristics. Although the research results of general consumer behavior intention theory developed on the basis of industrial economy have great limitations in art consumption's behavior analysis, these research results and related research methods will undoubtedly provide a good reference for art consumption's behavior intention research. The formation stage of art consumption's behavioral intention is a core link in the process of art consumption's behavioral analysis. After the demand confirmation and information collection of art consumers, art consumers rank and evaluate their perceived value attributes of art products, and combine their own situation to make a scheme choice, thus forming art consumption's behavior intention (An, 2022; Lu, 2020; Chen 2023; Li 2023; Yang 2023; Shen 2022).).

Although the research on art consumption's behavior intention and its formation mechanism was consulted, it was found that the direct literature was quite few, even in a blank state. However, at present, the relevant theoretical research results of art consumption's behavior analysis more or less involve the factors of art consumption's behavior intention and part of the formation mechanism. Although these theoretical results about art consumption's behavioral intention analysis are not systematic and in-depth, they provide guidance and conditions for the research on the formation mechanism of art consumption's behavioral intention. Based on a large number of related documents, this paper chooses the formation mechanism of art consumption's behavioral intention as the research topic.

## STATEMENT OF THE PROBLEM

Intention analysis of consumer behavior is a necessary stage in the process of consumer behavior analysis, and it is the most direct and effective way to predict whether consumers will implement a certain consumer behavior (Arts et al., 2011; Nekomahmud et al., 2022). Consumer behavior intention has been widely concerned by experts and scholars in the fields of psychology and marketing, and has achieved rich results. Art consumption's behavior and art

consumption's behavior intention are very limited. Art consumption's behavior is a kind of spiritual consumption behavior, and the application of general consumption behavior intention analysis theory based on industrial products in art consumption's behavior analysis has great limitations. Therefore, it is of great theoretical and practical significance to study art consumption's theory of behavioral intention formation mechanism. (Lu, 2020; Chen 2023; Li 2023; Yang 2023; Shen 2022).

There are essential differences between art consumption's behavior intention and art consumption's behavior. art consumption's behavior intention only refers to the tendency of art consumers to produce art consumption's behavior, and it will go through a complicated stage from art consumption's behavior intention to art consumption's behavior. To study art consumption's behavior, it is not enough to have a clear understanding of art consumption's behavior intention, but also should study many more complicated and changeable accidental factors (such as habitual consumption or impulsive consumption). In view of the reality of the problem research, this paper does not choose art consumption's behavior as the research target, but focuses on the formation mechanism of art consumption's behavior intention. (Lu, 2020; Chen 2023; Li 2023; Yang 2023; Shen 2022).

### **RESEARCH QUESTIONS OF STUDY**

1. What are the concepts and characteristics of art consumption's behavioral intention?
2. What is the relationship between art consumption's behavioral intention and various factors?

### **LITERATURE REVIEW**

For the theoretical study of general consumer behavior intention, scholars mainly focus on the relationship between behavior intention and actual behavior and how to measure behavior intention. From the perspective of consumer behavior decision-making process, consumer perceived value, theory and empirical research, this paper studies the formation mechanism of consumer behavior intention and has achieved quite rich research results. (Lu, 2020; Chen 2023; Li 2023; Yang 2023; Shen 2022).

1. Research on the relationship between behavior intention and actual behavior and its measurement

Fishbein and Ajzen put forward that behavior intention is the most direct and effective method to predict whether consumers can implement a specific behavior in the future. Ajzen I and Fishbein M. believe that behavior intention is a decision before the actual behavior occurs, and it is the stage that the actual behavior will have to go through (Wang, 2019); Peter mentioned in his research that consumer behavior intention is a statement that connects consumers themselves with their future behavior; Armstrong et al. Explaining behavior intention is effective in predicting consumers' future purchase behavior (Liu, 2018); Prochaska put forward that there is a close relationship between behavior intention and actual behavior after argumentation. Some scholars believe that behavioral intention is the probability and advance estimation of consumers to realize a certain consumption behavior (Ye, 2020; Lu, 2020; Chen 2023; Li 2023; Yang 2023; Shen 2022).

In terms of the research on the measurement dimension of behavior intention, Boulding et al., a scholar in developed countries, divided it into repurchase intention and recommendation to others; Scholar Mitchell et al. thinks that dimensions can be divided according to recommendation intention and conversion intention (Ji, 2019); Zeithaml et al. put forward the dimensions of brand loyalty, premium payment, complaint and internal and external reaction;

Haemoun advocates that the dimension has the possibility of repurchase and promotion; Lapierre et al. thinks it is possible to repurchase and promote (Wei, 2019); Cronin et al. put forward the possibility of repurchase, recommendation to relatives and friends, and the possibility of the same choice; Baker et al. thinks it is possible to increase the price, be loyal, spread word of mouth, buy again, complain, recommend others and give up; Haemoun divides it into repurchase possibility, promotion possibility and loyalty possibility (Xu, 2022).

Scholars in China mostly study on the basis of theoretical research in developed countries combined with empirical research, and pay more attention to the formation stage and measurement dimension of behavior intention. Sun Zehou and Luo Fan proposed that the dimensions of behavioral intention can be divided into recommendation intention, repurchase intention, price tolerance and complaint intention (Sun, 2020); Li Youhui believes that it can be measured from the dimensions of word of mouth, price sensitivity and complaint behavior (Yao, 2022); The measurement dimensions proposed by Song Mingyuan include consumers' purchasing possibility, planning and subjective probability (Lin, 2018).

From the perspective of post-purchase behavior's intention, Dong Dahai and Jin Yufang believe that the post-purchase intention has repurchase intention, word of mouth and premium intention; Chen Lianxi divides behavioral intentions into repurchase intentions, promotion intentions and purchase intentions (Sun, 2020); In his research, Yang Sulan came to the conclusion that behavioral intention refers to the evaluation and feelings caused by consumers in the process of environmental experience, and affects consumers' attitudes, future intentions, and the possibility of recommending to others, including the intention of revisiting, recommending relatives and friends, and visiting in multiple ways (Wang, 2022); Peng Junfeng pointed out that the measurement of consumers' behavior intention needs to be carried out from several dimensions, such as the number of times consumers come to this hotel, if there is any other choice, I will not choose another hotel, I will recommend it to others, and I will speak ill of others (Sun, 2022).

## 2. Research on the formation mechanism of consumer behavior intention from the perspective of consumer behavior decision-making process

Since the 1960s, the research focus of consumer behavior has gradually shifted to the perspective of social psychology. The intention of consumer behavior is formed in the process of purchasing decision. By introducing concepts and variables from various disciplines, a systematic consumer behavior model is established, which includes the process of consumer purchasing decision and the influencing factors of each stage. Nicosia model holds that the consumer decision-making process consists of four main parts: forming attitude towards product information, collecting and evaluating information, purchasing action and information feedback (Wang, 2022; Lu, 2020; Chen 2023; Li 2023; Yang 2023; Shen 2022). The influencing factors of consumers' attitude towards product information are mainly product-related information, manufacturer-related information, marketing mix and consumers' personality. The main influencing factors in the stage of information collection and scheme evaluation are evaluation criteria, the determination of evaluation criteria and the influence of consumers' expected needs and reference groups; The purchase behavior stage is the stage of transforming the purchase intention into the actual action, and the value and cost felt by the consumer, the attitude of others and situational factors will all affect the actual action; The last stage refers to the experience or overall impression formed by consumers in the process of using products (Dong, 2023). At present, there are abundant research results on the concept of formation mechanism and research paradigm. This paper summarizes the relevant research results as shown in Table 2.1.

**Table 0.1: Research Paradigms of Scholars in Various Professional Fields on "Formation Mechanism"**

Field	Research contents	Paradigm (influencing factors, action path)
Cultural and artistic field	Huai Bang's Art Formation Mechanism	Human factors, geographical factors
	Speech production mechanism of artistic language	Process: the thinking of artistic language, the transformation of speech form and the artistry of expression.
	The formation of creative commercialization	Influencing factors and their mechanism of action
	Formation mechanism of characteristic landscape	The set of forming factors is interrelated into a system.
	Formation of cultural and creative industrial clusters	External driving force: institutional arrangement of competition mechanism
	Spatial formation of cultural and creative industries	Influencing factors and mechanism of action
	Formation of cultural and creative industrial clusters	Historical resources, economic base, government support and talent support are four factors.
	Formation mechanism of cultural ancient town	Internal mechanism: demographic characteristics, personal values and residents' involvement in tourism; External mechanism: emotional space elements, government policies and systems, and the degree of tourists' involvement.
Other fields Field Cultural and artistic field	The formation of independent innovation ability of enterprises	Analyze the influencing factors of independent innovation from the internal and external aspects of enterprises.
	Formation of service brand competitiveness	Influencing factors, and how the key pre-factors affect the competitiveness of service brands.
	The formation of innovation cluster	Causes and conditions of formation, formation mode and mechanism of action
	Formation of information ecological chain of business network	Antecedents and internal causes
	The formation of information leadership	Analysis of antecedent, internal cause and process

Data source: Personal summary.

From the related research results shown in Table 2.1, it can be found that the research paradigms about the formation mechanism in these results have some common characteristics, which provides a good reference for the theoretical research on the formation mechanism of art consumption's behavioral intention. The formation mechanism will be influenced by many types of factors. The formation mechanism is mainly influenced by many factors such as society, culture, geography and market. For different research objects of formation mechanism, the types of influencing factors of formation mechanism are very different. For example, Zhao Shufeng believes that the formation mechanism of Huai Bang art is mainly influenced by the rich humanistic and geographical factors in Huaiqing House (Yuan, 2022); Lv Yanling explored the influencing factors of service performance from the perspective of customers, and how these key antecedents affect the formation of service brand competitiveness (Li Qiushi, 2023); The Security Committee explained the artistic formation mechanism of Chen Hong's slow and grotesque beauty by influencing factors such as social background, humanistic thought and artistic personality change (Zhang, 2021).

## METHODOLOGY

Intention analysis of consumer behavior is a necessary stage in the process of consumer behavior analysis, and it is the most direct and effective way to predict whether consumers will implement a certain consumer behavior. To study art consumption's behavior, we should not only have a clear understanding of art consumption's behavior intention, but also study many more complicated and changeable accidental factors, so this paper will focus on the formation mechanism of art consumption's behavior intention.

## RESEARCH DESIGN AND DATA ANALYSIS OF THE STUDY

In this study, the participants in art universities, art exhibitions and auctions were taken as the survey groups, and a large sample of questionnaire survey data was obtained by combining online research with on-site distribution and on-site recycling. Take advantage of the characteristics of online research, such as no regional restrictions and snowballing diffusion and forwarding, to recover data efficiently; On-the-spot investigation adopts the method of one-on-one on-site filling and on-site recycling, and selects local personnel at all levels to conduct localized investigation. In the process of filling in the survey, the researchers answered the questions of the respondents in real time to ensure the authenticity and validity of the survey results to the greatest extent. A total of 967 data questionnaires were collected in this study. Among them, 831 questionnaires were valid, and the effective rate was 85.94%.

In this paper, exploratory factor analysis and item-population correlation coefficient are used as standards to eliminate measurement items with low correlation. At the same time, the wording of the questionnaire is revised according to the results of the small sample survey. The specific process is as follows: First, KMO value and Bartlett test whether the scale is suitable for factor analysis. In general, when the value of KMO is between 0.9 and 0.5, it is acceptable. Among them, more than 0.9 means 95 that it is very suitable for factor analysis; 0.7-0.8 means it is suitable for factor analysis, and 0.6-0.7 means it is not suitable for factor analysis; 0.5-0.6 means that it is very reluctant to do factor analysis; Below 0.5, it means that it does not meet the requirements of factor analysis. In this study, when the critical point of KMO value is 0.7 and the significance probability of Bartlett value is less than the significance level ( $\alpha$ ), it means that it is suitable for factor analysis. Secondly, the principal component analysis method is used to do exploratory factor analysis, and the initial factor load matrix is rotated. When selecting the common factor, the standard with the characteristic root greater than 1 is adopted, and the items with the load less than 0.5 are excluded. Reject two or more items with factor loads greater than 0.5 (indicating that there is cross load between items); Re-factor the remaining items after eliminating the items to ensure that they are suitable for factor analysis. Thirdly, the project-population correlation coefficient is used to purify and delete inappropriate item settings. When the CITC coefficient value is low or 0, the item is excluded. In this study, the standard of CITC value is 0.30, which means that if the CITC coefficient value of the item is lower than 0.30, the item is excluded. Finally, the reliability and validity of the remaining items are analyzed. The reliability analysis is tested by Alpha coefficient. For the standard of Alpha coefficient, Nunnally thinks that the minimum standard is 0.5. Hair believes that the Alpha coefficient should be controlled between 0.35 and 0.7. If it is below 0.35, the scale is of low reliability. Between 0.35 and 0.7, it is acceptable; Above 0.7, the scale has high reliability and reliability (Liu Yu, 2022). Most scholars adopt the standard of 0.6, and this study also chooses 0.6 as the standard for testing. If the average Alpha coefficient of the analysis results is above 0.6, it shows that the scale has high reliability and the 96-reliability test is passed. Validity test has two indexes: content validity and structure validity. The questionnaire in this paper was formed after in-depth excavation of existing research and actual interview with experts, so the content validity is high. Experts and scholars generally test the structural validity by convergence validity and differentiation validity. Convergence validity means that the items in the same aspect have high correlation, while differentiation validity means that the items in different aspects have low correlation.

## DATA COLLECTION

The statistical results of this survey are as follows: In terms of gender structure, there are 448 male respondents, accounting for 53.9% of the total number; There were 383 female respondents, accounting for 46.10% of the total number; In terms of age structure, there are

640 people between the ages of 18 and 35, accounting for 77.02% of the total number; In terms of education level structure, there are 760 college and undergraduate, master and above educatees, which is the main group of the respondents; On the income level, those below 5,000 yuan account for 68.71% of the total number. The total characteristics of all sample data are summarized as shown in Table 3.1.

**Table 3.1: Descriptive Statistics of Sample Data Characteristics**

Sample category	Category	Number of people	Proportion
Gender	Man	448	53.90%
	Woman	383	46.10%
Age	Under 18 years old	29	3.49%
	18~25 years old	314	37.79%
	26~35 years old	326	39.23%
	36~45 years old	102	12.27%
	Over 45 years old	60	7.22%
Educational level	Junior high school and below	18	2.17%
	High school or technical secondary school	53	6.38%
	College for professional training or undergraduate course	334	40.19%
	Master degree or above	426	51.26%
Income level	Below 3,000 yuan	319	38.39%
	3,000 ~ 5,000 yuan	252	30.32%
	5,000~10,000 yuan	184	22.14%
	More than 10,000 yuan	97	9.15%
Occupation	Workers in education, scientific research or health.	168	20.22%
	Staff of organs, institutions and state-owned enterprises	157	18.89%
	Owners or employees of private enterprises	146	17.57%
	Self-employed owners or employees	30	3.61%
	Retired/unemployed people	12	1.44%
	Student	291	35.02%
	Other	27	3.25%

Data source: personal summary

Descriptive statistics of each factor are analyzed from the mean, standard deviation, skewness and kurtosis of each measurement item. The mean and standard deviation are used to analyze whether the variation between the data needs further analysis. Usually, the size of the mean distribution interval can show whether there is a significant difference in the recognition degree of the description of the measured variables; The standard value of variation is 0.5, and if it is greater than 0.5, it means that the variation between data needs to

be analyzed (He et al., 2022); Skewness and kurtosis are used to analyze whether a sample is normally distributed. Usually, the standard of normal distribution is that the absolute value of skewness is less than 3 and the absolute value of kurtosis is less than 10, which indicates that the sample is normally distributed (Peng, 2023), and further analysis can be made.

**FINDINGS**

**MODIFIED MODEL TEST**

From the hypothesis test results in Table 4.1, it is known that the modified model of art consumption's behavior intention formation mechanism in Figure 4.1 is formed after the factors that have no significant influence on the model variables are deleted. In order to ensure the rationality and feasibility of the modified model, it is necessary to re-test the structural equation model of the modified model. Compared with regression analysis, structural equation model can detect multiple dependent variables at the same time, analyze the explanatory relationship between multiple variables, and effectively improve the prediction ability between variables. To sum up, this paper chooses the influence path of structural equation model test as the final test index of art consumption's behavior intention formation mechanism optimization model. The structural equation model is analyzed by MPlus7 analysis tool. Firstly, the overall fitting of art consumption's behavior intention formation mechanism optimization model is analyzed, and the analysis results are shown in Table 4.2.

**Table 4.2: Overall Fitting Index of Modified Model of Art Consumption's Behavior Intention Formation Mechanism**

Fitting index	/df	RMSEA	NFI	NNFI	CFI	IFI	GFI	AGFI	RFI	RMR
Index value	3.501	0.080	0.961	0.955	0.972	0.972	0.961	0.976	0.939	0.043

Data source: personal summary.

According to the overall fitting result of the modified model in Table 4.2, the RMR value is 0.043, which meets the index standard of less than 0.05.  $\chi^2/df$  is 3.501, which meets the index standard of no more than 5; RMSEA value is 0.080, which meets the index standard of not exceeding 0.80; The NFI value is 0.961, NNFI value is 0.955, CFI value is 0.972, IFI value is 0.972, GFI value is 0.961, AGFI value is 0.976, and RFI value is 0.939, all of which are in line with the index standard value greater than 0.9. Therefore, it shows that the optimal model of art consumption's behavioral intention formation mechanism fits well with the model data, and the verification is passed. The overall model hypothesis test of structural equation model is shown in Table 4.3.

In order to ensure the rationality and feasibility of the optimization model, the final path relationship between variables should be tested and analyzed by the results of structural equation model with the help of Mplus7 tool, and the modified model needs to be tested again. Compared with correlation analysis and regression analysis, structural equation model can detect multiple dependent variables at the same time, analyze the explanatory relationship between multiple variables, and effectively improve the prediction ability between variables. The results of structural equation model analysis show that the optimization model of art consumption's behavior intention formation mechanism fits well with the model data, and it is verified.



**Table 4.3: Overall Hypothesis Test of the Modified Model of Art Consumption's behavior Intention Formation Mechanism**

Hypothetical path	Standardized parameters	Standard error	T value	Verification results
Art Product Cognition →Emotional Response	0.651	0.077	8.49	True
Art Product Cognition →Will Control	0.375	0.051	7.38	True
Art Product Cognition →Attitude	0.553	0.277	1.98	True
Art Product Cognition →art consumption's Behavior Intention	0.866	0.249	2.65	True
Emotional response →will control	1.099	0.191	5.75	True
Emotional response →attitude	1.118	0.265	4.22	True
Emotional response →art consumption's behavioral intention.	1.668	0.640	2.61	True
Will control →attitude	-0.280	0.111	2.51	True
Will control →art consumption's behavior intention	-0.278	0.043	6.47	True
Attitude →art consumption's behavior intention	1.382	0.674	2.70	True

Data source: personal summary.

## CONCLUSION

With the rapid development of China's economy, people's material life has improved significantly, and they tend to develop and improve the spiritual field. art consumption has become the main part of spiritual life. (Lu, 2020; Chen 2023; Li 2023; Yang 2023; Shen 2022). At present, the actual development of art products focuses on the pursuit of economic benefits, ignoring the real psychology of consumers towards art consumption, which is very unfavorable to the long-term development of art products. In view of this situation, this paper, on the basis of summarizing the relevant research results of general consumption behavior, consumption behavior intention, art consumption and art consumption's behavior intention, defines the related concepts of art consumption's behavior intention, analyzes its characteristics, constructs the model of art consumption's behavior intention formation mechanism, and verifies and perfects it through empirical research (Lu, 2020; Chen 2023; Li 2023; Yang 2023; Shen 2022).

Art is a complex system composed of many art categories, which has certain commonness, but there are also great differences. The subject of art consumption's research on the formation mechanism of behavioral intention belongs to an interdisciplinary subject, and its research contents and methods involve many disciplines such as art, psychology, management, and economics. Obviously, the innovative and has a heavy workload. In the follow-up study, we can extract more factors that affect art consumption's behavior intention by combining theoretical combing with interviews, and supplement new variables that have an impact on art purchase behavior based on psychological theory, to enrich the research theory.

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