

# A Study of Influencing Factors on Consumers' Willingness to Purchase SongBo Products

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**Abstract.** As sound therapy, Songbo Sound Therapy is widely used around the world for the treatment of sleep disorders and physiotherapy. Therefore, it is of great significance to explore consumers' willingness to purchase Songbo Bowl products and their influencing factors to enhance consumers' willingness to purchase and to promote the high-quality development of China's sound therapy instrument industry. The empirical results show that among the four dimensions affecting consumers' willingness to buy, consumers' price sensitivity, awareness and trust significantly affect consumers' willingness to buy, and consumers' perceived value is also a factor affecting willingness to buy. From the study of the four dimensions of willingness to buy, this paper finds that young people in faster-developing cities have a higher demand for Songbo products used to alleviate insomnia and other diseases, and at the same time, sound therapy is included in the national health insurance for the first time in 2022, which indicates that the sound therapy products have gone to the public. Targeted countermeasures and recommendations from the government level. The government should increase the publicity and promotion of sound therapy products, enhance consumer awareness and health consciousness, and establish a sound product feedback system and regulatory mechanism.

## 1 Introduction

### 1.1 Research background

Nowadays, with the rapid development of China's economy, the society is moving forward, the living standard is constantly improving, all kinds of life pressure. Under such great pressure, insomnia, depression, mania, and other symptoms account for the increasing proportion of people, and the growth rate in the past three years is very fast, how to effectively relieve the physical and mental pressure has become more and more discussed and concerned issues.

Through the ages, music has been used to dispel diseases and strengthen the body, both at home and abroad. China is one of the oldest cradles of music therapy, and a large number of discussions and clinical examples about music therapy can be found in ancient Chinese literature. Songbo Bowl, also known as the Himalayan Bowl. Its principle comes from the chakra energy vortex of ancient India, and the sound healing is mainly copper bowls and crystal bowls. Songbo Sound Therapy is widely used in the treatment of sleep disorders, emotional relief, physical therapy, and other aspects. Neurologists have confirmed that the brain waves can change after listening to the Songbo Bowl. In the West, Songbo Bowl has also helped World War II

soldiers deal with symptoms such as depression and insomnia. Songbo healing can be paired with any physical course or a whole-body course of treatment. In Taiwan, there are also cases of combining Songbo bowl with traditional Chinese medicine acupuncture. Sound healing division through the way of tapping and friction, sound vibration to the human body, the long long vibration constantly motivates the parasympathetic nerve, helps the body and mental relaxation, relieves pain, lets the inner uneasiness gradually calm clear state, makes the body back to balance, out of the negative emotional distress physical pain and discomfort at the same time will get slow.

With the continuous development of China's society, people are facing increasing pressure of survival and competition. In addition, with the pace of aging gradually accelerating in recent years, the incidence of anxiety disorder in China is gradually on the rise. Among the six categories of mental disorders, anxiety disorders were the category with the highest prevalence, 5.0% and 7.6% respectively, which is the most common mental disorder in China. In recent years, the state has issued several policies and regulations, calling on the public to attach great importance to mental health, and the sound therapy industry has been developed to a certain extent, but there are still a series of problems in the development process of the Songbo Sound Therapy. On the one hand, The niche brand of Songbo Sound

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Therapy is not widely consumed in China. On the other hand, the publicity of Songbo Sound Therapy products is not high and the popularity of consumers is insufficient, and the industrial system of Songbo Sound Therapy still needs to be improved.

Given this, based on the support of current policies and regulations in China and the current market of sound therapy products, how to enhance the consumers' purchase intention of Songbo Sound Therapy products has become a common problem faced by the Songbo Sound Therapy products industry. Therefore, this paper will make an in-depth analysis of the willingness of consumers to buy the products based on theory and data.

## 1.2 Research meaning

To explore the willingness and influencing factors of consumers, manufacturers and sellers can make more scientific and effective production decisions and produce marketable products to better meet the needs of consumers. The consumers can not only enhance the cognitive level and purchase intention of the products but also make scientific and reasonable planning for consumers, which has strong theoretical and practical significance.

### 1.2.1 theoretical significance

With the analysis of a five-level scale, this paper explores the significant influencing factors of consumers' willingness to buy Songbo Sound Therapy products and puts forward corresponding countermeasures and suggestions. On the one hand, it enriches the consumers' research on the purchase intention and influencing factors of sound therapy, and fills the existing research gap; on the other hand, through the conclusion of this paper, it is used to provide reference for the development of upstream and downstream enterprises of Songbo Sound Therapy products industry chain, and provides theoretical guidance for the steady development of Songbo Sound Therapy industry.

### 1.2.2 The actual meaning

This paper, through the study of consumers buying Songbo Sound Therapy products and influence factors, can enhance the consumers of Songbo Sound Therapy products cognitive level, promote its purchase intention, and from the government and enterprise level provides targeted countermeasures and Suggestions, both help the government better escort for Songbo Sound Therapy industry, also help related enterprises for consumers to produce more in line with the demand of Songbo Sound Therapy products, boost economic development. At the same time, to some extent, it promotes the development of the Songbo Sound Therapy industry, which directly and indirectly promotes employment.

## 2 Literature review

### 2.1 Relevant concepts

#### 2.1.1 Songbo Sound Therapy

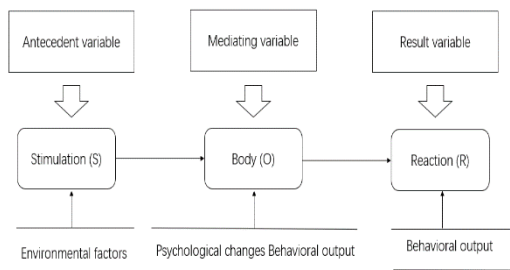
The Songbo Sound Therapy refers to a series of physical therapy activities carried out through the Songbo Bowl for user groups containing physical discomfort, difficulty in sleeping, psychological problems, etc. This therapy does not need to rely on medication, the user strikes the bowl, the Songbo Bowl sends out low-frequency sound waves, which act on the human muscle and auditory system at the same time [8], the intrinsic frequency of the skeleton and organs in the muscle changes to achieve benign self-healing; the auditory system, through the neural conduction, stimulates the brain waves to rise and fall. stimulates brain waves to rise and fall, achieving spiritual healing.

#### 2.1.2 Willingness to buy

Willingness to buy is the probability that a consumer is willing to take a particular purchase behavior [1, 2]. Mullet argues that the consumer's attitude towards a product or brand, together with external factors, constitutes the consumer's willingness to buy, and that willingness to buy can be regarded as the consumer's subjective tendency to choose a particular product and is an important predictor of consumer behavior. Dodds argues that willingness to buy refers to the subjective probability or likelihood that a consumer will buy a particular product. Chinese scholars Han Rui and Han Rui believe that willingness to buy refers to the likelihood that consumers will buy the product [3]; Zhu Zhixian believes that willingness to buy is the psychological advisor of consumers to buy the goods that suit their certain needs, which is the manifestation of the consumer psychology, and is the prelude to purchasing behaviors.

### 2.2 SOR theory

The Stimulus-Organic-Response (SOR) theory proposes that stimuli from the external environment will affect people's psychological conditions, thus causing individual behavioral responses. [6] Among them, "stimulus" belongs to the antecedent variable, which mainly represents environmental factors, and "organism" belongs to the antecedent variable, which is the root cause influencing the motivation of the behavioural subject. Stimulus is an antecedent variable, mainly representing environmental factors, which is the root cause of motivation; Organic is a mediator variable, mainly representing psychological changes, which is the intermediary between Stimulus and Organic-Response, and is the main factor between Stimulus and Organic-Response. It is the internal process and structure of the subject between "stimulus" and "response", which consists of activities such as perception, psychology, sensation, and thinking; "response" belongs to the outcome "Response" is a result variable that mainly represents the behavioral outputs of the subject. [8] As shown in figure 1:



**Fig.1** Basic model of SOR theory (Original)

The model suggests that consumers' purchasing behaviour is caused by stimuli, which originate from both physiological and psychological factors within the consumer's body and from the external environment. Consumers in a variety of factors under the stimulus, generate motivation, driven by the motivation to make decisions to buy goods, and the implementation of the purchase behavior, after the purchase will also purchase goods and their related channels and manufacturers to make evaluation, so that the completion of a complete purchase decision-making process.

In recent years, SOR theory has been favored by domestic scholars and used in academic research in many fields, and it is commonly used in the study of consumer shopping behavior, which mainly focuses on which stimulus factors can prompt consumers to produce purchasing behavior. At present, the stimulus factors recognized by domestic and foreign scholars mainly include product quality and value, product image, brand, and promotion. To sum up, SOR theory can be used to study the consumers' purchase intention survey on the Songbo Sound Therapy products.

At the same time, the analyses were carried out in a multivariate manner, the existence of several variables influencing the willingness to buy are taking into account [10]. And the analyses were conducted taking into account that happiness affects users' perceived trust [9] and that health level affects users' perceived usability. [4]. Through A study on the influence of family sports on junior high school students' participation in extracurricular sports activities in urban Guiyang City Regression analysis was performed [7]. Results and discussion. According to Liu's research, concludes that the formula willingness to make a purchase decision is equal to perceived trust + perceived value + price sensitivity + perceived usefulness. [5]

### 2.3 Questionnaire design

The questionnaire is divided into two parts: basic information and a five-point Likert scale. The questionnaire mainly measures five variables, namely, cognitive trust, product value, price, perception of use, and purchase intention, and the latent variables are measured by a five-point Likert scale of "Strongly Disagree", "Disagree", "Agree", "Strongly Agree", "Agree", "Agree", "Agree", "Agree", "Agree" and "Agree". The latent variables were measured on a five-point Likert scale of "strongly disagree", "disagree", "generally agree", "agree" and "strongly agree".

### 2.4 Basic Characterization of Individual Consumers

The data for this paper comes from a questionnaire survey conducted in October 2023 by members of the research team. 275 questionnaires were distributed nationwide for the pre-survey, and the questionnaire was revised and finalized based on the results of the pre-survey.

A total of 275 questionnaires are valid for this research, and the details of the survey on consumers' basic personal characteristics are shown in the following table. Combined with the data information in the table, the age distribution of the participating consumers is relatively even, and the proportion of male consumers and female consumers is roughly the same. The samples of this questionnaire are randomly selected from consumers with differences in industry, age, and place of residence, so the research content is representative to a certain extent.

#### 2.4.1 Consumer Awareness Analysis of Songbo Bowl Products

The research study found that the cognitive status of consumers' knowledge of the level of understanding of Songbo Sound Therapy can be used to alleviate conditions such as insomnia and anxiety is adequate. As shown in the table, in response to the question "How much do you know about the use of Songbo bowl for relieving insomnia and anxiety", only 12% of consumers did not know about the use of Songbo bowl for relieving insomnia and anxiety, and 88% had heard of or even knew that Songbo bowl could be used for relieving insomnia and anxiety, which shows that the majority of consumers have sufficient knowledge that Songbo bowl can be used for relieving insomnia and anxiety.

**Table 1.** Summary description of variables

variant		define
willingness to buy	Y	"Willing to buy" = 1, "Unwilling to buy" = 0
Perceived Trust	X1	Measured from consumer awareness, trust
Perceived Value	X2	Measured in terms of category, efficacy, and after-sales service of the mantle products
Price sensitivity	X3	Measured from consumers' perceptions of price, and value for money of the Song Bowl products
Perceived usefulness	X4	Consumer Perception, Recognition Measurements of Song Bowl Products
Gender		"Male" = 1, "Female" = 2
Age		"Under 18" = 1, "18-25" = 2, "26-35" = 3, "36-45" = 4, "46+" = 5
Percentage of money spent on leisure and recreation		"2 %" = 1, "4 %" = 2, "6 %" = 3, "8 %" = 4, "10 %" = 5

### 2.4.2 Analysis of Consumers' Perceptions of Songbo Bowl Product Prices

In terms of consumers' perception of the price of Songbo Bowl products, 18.6% of consumers believe that the product is expensive, 21.1% believe that the price of Songbo Bowl products is average and acceptable, and 36.7% and 23.6% believe that the price of Songbo Bowl products is cheap and very cheap.

### 2.5 Summary of this section

Analyzing the results with the help of descriptive statistics, and it can be seen that the majority of the consumers consider the Songbo Bowl products to be quite common, and most of them are purchased by people who have enough money and live in first and second-tier cities. More than half of the consumers think that the current price of the Songbo Bowl products is not high, so the Songbo Bowl purchase will be relatively

high, indirectly increasing the consumer's willingness to buy the Songbo Bowl products, according to the Songbo Bowl product awareness analysis, due to the Songbo. Sound Therapy can be used to alleviate insomnia and anxiety the reason, the majority of consumers will also choose to buy the Songbo Bowl products for use.

### 2.6 Empirical Analysis of Factors Influencing Consumers' Willingness to Songbo Bowl Products

In this section, based on the above work, we will describe the variables and design a model to construct a regression model of consumers' willingness to buy Songbo Bowl products, then analyze the reliability and validity of the questionnaire data and correlation correlation, and finally conduct a regression analysis on the data obtained.

In this section, based on the above work, we will describe the variables and design a model to construct a regression model of consumers' willingness to buy Songbo bowl products, then analyse the reliability and validity of the questionnaire data and test for correlation, and finally conduct a regression analysis on the data obtained.

#### 2.6.1 Variable summary description and modeling

In this paper, consumers' willingness to buy the Songbo Bowl is the dependent variable, given that the willingness to buy is a dummy dichotomous variable, which needs to be analyzed in depth using a linear regression model, the relevant parameters are calculated and analyzed with the help of SPSS27.0 software. The definitions and descriptions of the relevant variables are shown in the table below.

### 2.7 Analysis of Factors Influencing Consumers' Purchase of Songbo Bowl Products

#### 2.7.1 reliability analysis

Regarding the analysis of the questionnaire data, the reliability test has to be completed before proceeding to the next step. The reliability of the questionnaire is characterized by the stability and reliability of the data, which is expressed by the internal consistency coefficient, i.e. Cronbach's alpha coefficient. If the coefficient is greater than 0.7, it means that there is internal consistency in the data of the questionnaire and the result of the reliability test is good. The following table shows the reliability of the subscales and the total scale, both of which are above 0.7, which means that the reliability test meets the criteria and the next step can be carried out.

**Table 2.** Results of Reliability Tests for Different Scales

Dimension	Number of items	Cronbach Alpha
Perceived Trust	6	0.857
Perceived Value	5	0.861
Price Sensitivity	3	0.847
Perceived usefulness	4	0.852
Aggregate Scale	21	0.893

**2.7.2 validity analysis**

(1) Factor analysis test

From the actual KMO and Bartlett's Sphericity Test, the KMO value is more than 0.8, which reflects that the factor analysis is good, and the probability of significance of the statistical value of the Bartlett's Sphericity Test is 0.000, which is less than 1%, which indicates that this questionnaire has good validity.

**Table 3.** KMO and Bartlett sphericity

KMO		
Sampling Suitability Quantity.		0.887
Approximate cardinality	9	2700.01
Bartlett's test of sphericity	Degrees of freedom	210
	Significance	0.000

(2) Extraction of common factors

The analysis of the questionnaire items was done by Principal Component Analysis (PCA), and the data were analyzed in detail according to their eigenvalues. There are five common factors with eigenvalues above 1, and the cumulative variance contribution rate is 67.544%, which is in line with the standard requirement. The table below shows the retention analysis of the five common factors.

(3) Public factor analysis

From the above table, it can be seen that the 21 factors of the questionnaire in the factors influencing the willingness to buy have been refined into 5 public factors after principal component analysis.

**Table 4.** Rotated composition factor loads

Questionnaire items	ingredient				
	X1	X2	X4	X3	Y
Perceived Trust 1	.728				
Perceived Trust 2:	.706				
Perceived Trust 3	.770				
Perceived Trust4	.691				
Perceived Trust5	.766				
Perceived Trust6	.760				
perceived value1		.757			
perceived value2		.698			
perceived value3		.787			
perceived value4		.790			
Perceived value5.		.824			
price sensitivity1.				.829	
price sensitivity2.				.844	
price sensitivity2				.839	
perceived usefulness1			.759		
perceived usefulness2			.817		
perceived usefulness3			.795		
perceived usefulness4			.827		
Purchase Intention1.					.732
Purchase Intention2					.722
Purchase Intention3.					.723

Extraction method: principal component analysis.

Rotation method: Kaiser normalized maximum variance method.

a. The rotation has converged after 6 iterations.

Among them, the six variables of perceived trust 1-6 had large loading coefficients on factor X1, which was renamed as perceived trust; the five variables 7-11 had large loading coefficients on factor X2, which was renamed as perceived value; 15-18 had large loading coefficients on factor X3, which was renamed as perceived usefulness; and 12-14 had large loading coefficients on factor X4, which was renamed as price sensitivity;19-21 loaded heavily on Factor Y, which was renamed Purchase Intention; the questions and correspondences for each dimension were as expected, further indicating the structural validity of the questionnaire.

## 2.8 Correlation analysis

Table5: Pearson correlation coefficient

	X1	X2	X4	X3	Y
X1	1				
X2	.336**	1			
X4	.220**	.284**	1		
X3	.347**	.252**	.288**	1	
Y	.476**	.469**	.476**	.416**	1

\*\* The correlation is significant at the 0.01 level (two-tailed).

According to the table, the Pearson correlation coefficient of purchase decision with cognitive trust, perceived value, price sensitivity, perceived usefulness objective performance. The data shows that purchase decision is significantly and positively correlated with

cognitive trust, perceived value, price sensitivity, and perceived usefulness ( $P < 0.01$ ).

## 2.9 linear regression

To further analyze the relationship between purchase decisions and perceived trust, perceived value, price sensitivity, and perceived usefulness, the following regression analyses are conducted to compare each dimension of purchase decision with each other.

In the correlation analysis between purchase decision and cognitive trust, perceived value, price sensitivity, and perceived usefulness, cognitive trust, perceived value, price sensitivity, and perceived usefulness all have a significant effect on purchase decision. The results of the regression analysis are as follows:

**Table 6.** Regression analysis table of purchase decision and dimensions

(Y)	(X)	R <sup>2</sup>	Adjustment R <sup>2</sup>	F	Unstandardised coefficient B	Standardised coefficient Beta	t	significance	VIF
Y	X1	0.226	0.223	79.813	0.429	0.048	8.934	0.000	1.000
	X2	0.220	0.217	77.058	0.514	0.059	8.778	0.000	1.000
	X4	0.227	0.224	80.075	0.409	0.046	8.948	0.000	1.000
	X3	0.173	0.170	57.083	0.413	0.055	7.555	0	1.000

## 2.10 Formatting the title, authors, and affiliations

### 2.10.1 Formatting the title

The title is set in bold 16-point Arial, justified. The first letter of the title should be capitalized with the rest in lowercase. You should leave 22 mm of space above the title and 6 mm after the title.

### 2.10.2 Formatting author names and author affiliations

The style for the names is First Names, typed in italic 10-point Times, then Last Name, typed in 10-point Times, with a comma after all except the last author, which is separated by comma + "and". Do not use academic titles.

Affiliations of authors should be typed in 9-point Times. They should be preceded by a numerical superscript corresponding to the same superscript after the name of the author concerned. Please ensure that affiliations are as complete as possible and include the country.

According to the table regression analysis table, the R-square of cognitive trust is 0.226, the adjusted R-square is 0.223, and the F-value is 79.813\*\*, which indicates that the model passes the test at the level of significance, implying that 22.3 percent of the purchasing decision is caused by cognitive trust. The adjusted R-squared for perceived value is 0.220, adjusted R-squared is 0.217 and F-value is 77.057\*\*

indicating that the model passes the test of significance level. It means that 21.7% of the purchase decision is caused by perceived value. The R-square for price sensitivity was 0.227, the adjusted R-square was 0.224, and the F-value was 80.075\*\* indicating that the model passed the test at the level of significance, implying that 22.4 percent of the purchasing decision was caused by parental sport values. Perceived usefulness has an R-squared of 0.173, an adjusted R-squared of 0.170, and an F-value of 57.083\*\* indicating that the model passes the significance level test, implying that 17 percent of the purchasing decision is due to perceived usefulness. the VIFs for all four dimensions are all less than 5, which means that the model passes the significance level test. It indicates that there is no multicollinearity between these five independent variables. The sum of the overall R-square of the four dimensions is greater than 0.5, indicating that it shows that the model has good explanatory power.

Concerning the results of the analysis of the factors influencing consumers' willingness to buy agricultural products above, the following empirical model was created by selecting the corresponding variables.:

$$Y = f(X1, X2, X3, X4)$$

Y denotes the dependent variable purchase decision, X1 denotes perceived trust, X2 denotes perceived value, X3 denotes price sensitivity, and X4 denotes perceived usefulness.

In the purchase of Songbo Bowl products behavioural habits in the purchase decision all dimensions have an impact on the behavioral habits. According to the results of the analysis, price sensitivity has the greatest influence on purchase decisions,

followed by perceived trust > perceived value > perceived usefulness.

## 2.11 Analysis of regression results

### 2.11.1 Cognitive trust regression analysis

The results of the model show that consumer trust is significant at the 1% level and the regression coefficient are greater than zero. This data shows that the higher the consumer's concern for the quality and safety of Songbo bowl products and the higher the trust in the producers and processors of Songbo products, the higher the probability of purchasing Songbo Bowl products. Because of today's emphasis on human safety and quality system certification and control, consumers are more willing to choose to buy the quality of the product quality assurance of Songbo Bowl products.

### 2.11.2 Perceived value regression analysis

Perceived value has a significant effect on consumers' willingness to buy at the 1% level, and the regression coefficients show a positive correlation, and the data indicate that consumers who have a high level of knowledge about the efficacy of omphalocele products, and the category, have a higher willingness to buy Songbo bowl products.

### 2.11.3 Price sensitivity regression analysis

The results of the model show that the price sensitivity of consumers is all significant at the 1% level and the regression coefficients are greater than zero. Consumers with a higher evaluation of their own consumption ability and subjective initiative have a higher willingness to buy the Songbo Bowl products.

### 2.11.4 Perceived usefulness regression analysis

Perceived usefulness has a significant effect on consumers' willingness to buy at the 1% level, and the regression coefficients show a positive correlation, which suggests that the higher the level of consumer recognition the higher the willingness to buy the Songbo bowl products.

#### *Summary of this section*

In this chapter, firstly, the variables and models were explained, secondly, a linear regression model was constructed for the factors influencing consumers' willingness to purchase Songbo bowl products, then the questionnaire data were analyzed for reliability and validity as well as relevant statistical tests, and finally, the resulting data were regressed to verify the hypotheses and analyzed using the linear regression model. It was found that the four dimensions affecting consumers' willingness to purchase Songbo Bowl products all significantly and positively influence consumers' purchasing decisions. Meanwhile, among the factors, price sensitivity and perceived trust have a stronger influence on consumers' purchasing intentions.

## 3 Conclusions

### 3.1 Product Awareness Level and Trust Significantly Influence Consumers' Willingness to Purchase Products Related to Songbo Sound Therapy

From the statistical characteristics of the survey sample, it can be seen that the level of awareness of the first and second-tier residents of Songbo Sound Therapy is relatively high, so the level of consumer awareness of Songbo Sound Therapy-related products has become a key factor influencing their willingness to purchase Songbo Sound Therapy related products. Through word-of-mouth and mutual influence, consumers have developed trust and reliance on the attributes of Songbo Bowl products, so the level of consumer awareness of Songbo bowl products and the attributes of the Songbo Bowl products themselves significantly influence consumers' willingness to purchase.

### 3.2 Product Value Significantly Influences Consumers' Willingness to Purchase Products Related to Songbo Sound Therapy

According to the results of the survey can be concluded, both consumers for the product value and product cost-effective the results reflect the higher consumer attention to the product value of the products related to the Songbo Sound Therapy. As much as 87% of the invited people think that using the products related to Songbo Sound Therapy has improved and helped their lives to a certain extent. As much as 91% of people were satisfied with the after-sales service of the products, so whether the products have a certain product value significantly affects the consumers' willingness to buy.

### 3.3 Price level significantly influences consumers' willingness to buy products related to Songbo Sound Therapy

Residents in first and second-tier cities have a higher percentage of money available for leisure and recreation, and a higher level of awareness of the products related to Songbo Sound Therapy due to insomnia and anxiety compared to other cities. Users are very satisfied with the discounts and value for money offered on e-commerce platforms during the campaign period for Songbo Bowl products. Therefore, price significantly influences consumers' willingness to buy Songbo Bowl products.

### 3.4 Perception of use significantly influences consumers' willingness to purchase products related to Songbo Sound Therapy

For those who have already purchased or have purchased products related to Songbo Sound Therapy, most of them are willing to recommend them to their friends and share their experiences on social media platforms. In the survey results, 93% of the residents were willing to increase the frequency of purchasing the

products after using them. In terms of value for money, users felt that they got more than they paid for and that they did not regret purchasing the product. Therefore, the perception of product usage significantly influences consumers' willingness to purchase products related to Songbo Sound Therapy.

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