

# Consumption Behavior Analysis of Generation Z on Chinese Sports Brand Apparel with TAM-TPB Model<sup>\*</sup>

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## Abstract

Generation Z refers to those born between 1996 and 2010. Generation Z is entering the workforce and becoming the leading consumer market force. Studying the consumption intentions of Generation Z toward domestic sports brand apparel can significantly benefit the brand's future business development. This study employs a questionnaire survey and incorporates factors from the Technology Acceptance Model (TAM) based on the Theory of Planned Behavior (TPB) to investigate the factors influencing Generation Z consumers' online purchasing intentions for Chinese sports brand apparel. The results indicate that the behavioral intentions of Generation Z towards domestic sports brands are significantly positively correlated with subjective norms, perceived behavioral norms, usefulness, and ease of use.

*Keywords:* Theory of Planned Behavior; Technology Acceptance Model; Generation Z; Domestic Sports Brand; Consumption Intention

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## 1 Introduction

The consumption behavior of Generation Z is leading the market toward new trends. Hu Angang and Fang Xudong's (2016) study suggests that the national fitness strategy has significant connotations and is vital in strategically adjusting economic structures, possessing multiple functions and values [1]. Data from iResearch (2022) shows that younger Chinese consumers prefer domestic sports brands when purchasing sports equipment [2]. A report by QuestMobile (2022) reveals that as the purchasing power of Generation Z rises, the pursuit of diversity, national trends, and individualism shapes new consumption trends in the market [3]. With the internet deeply penetrating all industries, Generation Z is leading a new direction in consumer markets [4]. Hence, this research focuses on the consumption intentions of Generation Z toward domestic sports brand apparel.

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## 1.1 Theoretical Model and Research Hypothesis

Raised in the digital age, Generation Z infuses the marketplace with a unique youthful dynamism. The consumption patterns and preferences of this generation have garnered significant attention across diverse industries. Global studies on the purchasing behavior of Generation Z indicate that consumer attitudes exert a positive influence on the intention to procure sustainable sportswear. Furthermore, subjective norms favorably impact these consumer attitudes, and perceptual evaluations positively shape these same attitudes [5]. José Sandoval-díaz's study indicates that perceived behavioral control is the strongest predictor of purchasing intention, followed by attitude; dimensions of brand coolness significantly positively influence brand attitude [6]. In China, data from iResearch (2022) suggests that product efficacy and ingredients are primary considerations during purchase, while fashionable and attractive exterior designs are also driving purchase decisions, indicating diversified purchasing channels [7]. Zhang Jianing (2022) found that the usefulness, ease of use, and entertainment of "shopping inspiration" short videos significantly and positively affect the online impulsive buying intentions of Generation Z consumers, with a flow experience playing a mediating role [8]. Lu Shuang and Tian Shiyu (2020) believe that Generation Z's characteristics in video content consumption include easy and quick access, preference for entertainment, interest, circle consumption, enthusiasm for interaction, emphasis on participation, support for originality, and willingness to pay for content [9]. Ao Chengbing (2021) considers that Generation Z has unique consumption habits, methods, and concepts, for instance, valuing consumption experiences, rejecting extravagant consumption, caring about consumption taste, accepting consumption symbols, showing diverse consumption philosophies, and a more rational consumption pattern [10]. Wang Yongtao (2021) believes the main motivations for Generation Z's subcultural consumption include purchasing for love, pleasing oneself, seeking emotional sustenance, and satisfying social needs [11]. Lai Youwei, Zhou Haiwei, and Li Jiwei (2022) argue that Generation Z began enjoying consumer life earlier, fully embracing online consumption, willing to pay for innovation, keen on experience consumption, pursuing ultimate convenience, preferring national products and national trends, and actively engaging in circle consumption [12].

The Theory of Planned Behavior and the Technology Acceptance Model originate from the Theory of Rational Behavior. Compared to previous research [13], this study integrates the Technology Acceptance Model with the Theory of Planned Behavior to construct a more comprehensive theoretical model. This combined approach is designed to better explain and predict the willingness of Generation Z consumers to purchase domestic sportswear brands. In the context of consumption studies under the Theory of Planned Behavior and Technology Acceptance Model, Zhu Lianghao (2021) found that attitude has the most significant direct effect on the intention to consume online sports, and online sports consumption intention has the greatest direct effect on online sports consumption behavior [14]. Zhang Baofeng and Cai Linmei's research indicates that perceived usefulness not only has a direct positive effect on behavioral intention but also indirectly affects low-carbon consumption intention through behavioral attitude and perceived behavioral control. Meanwhile, perceived ease of use indirectly positively affects low-carbon consumption intention through behavioral attitude and perceived usefulness and negatively through perceived behavioral control [15]. Li Xiaolan (2015) found that behavioral attitude, perceived behavioral control, and subjective norms all have certain impacts on the behavioral intention to consume sportswear [16].

Based on these factors, this study focuses on Generation Z consumers and proposes the following hypotheses regarding the influencing factors of their purchase intentions for domestic sportswear