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## The Influence of Service Innovation of Wenzhou Large Shopping Malls on Consumers

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### Abstract

*The emergence of new retail makes the consumer economy gradually move to the mainstream. With the completion of the consumer transformation of new retail, the production-oriented economy will become the past style. Starting from the real needs of consumers, the market pushes backward to the production of commodities and implements the slogan of "consumers first". However, the service industry in China has long been faced with the problems of insufficient competitiveness, low service quality and low customer satisfaction. These problems have been restricting the development of enterprises. How to solve these problems has become the focus of enterprises and academia. In view of these situations, this study takes the retail industry as an example, trying to provide theoretical support and practical guidance for the service management of enterprises from the perspective of service innovation, consumer sentiment and behavior intention. Through the theoretical analysis of domestic and foreign literature on service innovation, through the definition of service innovation, consumer sentiment, behavior intention, and through the empirical research, we can draw the following conclusions: service innovation has a significant positive impact on behavioral intention, and the five dimensions of service function and project innovation, service process and delivery mode innovation, service environment and atmosphere innovation have a positive impact on behavioral intention. Service innovation has a significant impact on consumer sentiment.*

**Key words:** retail enterprises; transformation and upgrading; service innovation; consumer experience

### Introduction

At the end of 2015, China began to implement the supply side structural reform, aiming to improve the adaptability and flexibility of the supply side to the change of the demand side. As a key node connecting the supply side and the demand side, the

development of retail industry directly affects the process of the transformation of the supply-demand relationship. From the social perspective, retail industry is a bridge connecting commodity producers and final consumers, which can produce huge economic value, and its development degree is directly related to the national economy and people's livelihood (Gu Qingliang, Yan Wei, Kim Jai OK, 2004; Bi Hongyi, Li Jun, sun Mingyue, 2009; Lu qiujuan, 2010; Jiang Xuping, 2011; Yan Fen, 2015; Song Na, 2015; Alan A K, Kabadayi E T, Yilmaz C, 2015; Cao huaihu, Liang Yue, 2016).

Nowadays, the term "new retail" has been given more meanings. Different enterprises have the same definition of new retail, that is, merchants or enterprises rely on Internet technology to upgrade and transform the whole process of manufacturing, logistics and sales of goods through data and technology related means and methods, as well as online services and offline experience links. In order to achieve the transformation of the form and ecological structure of retail industry, we need to carry out in-depth integration.

## **Background**

The core of new retail is to connect its basic businesses, including big data, cloud computing, e-commerce platforms and payment systems, as well as Internet financial services, with more physical retail (Ma Yun, 2016). Therefore, the new retail, in fact, promotes the B2B type efficiency through data reconstruction with platform thinking, so as to better promote the development of B2C. The emergence of new retail makes the consumer economy gradually move to the mainstream. With the completion of the consumer transformation of new retail, the production-oriented economy will become the past style. Starting from the real needs of consumers, the market pushes backward to the production of commodities and implements the slogan of "consumers first". The new retail model from the choice of goods to commodity services and then to logistics express to provide feedback services, giving consumers more rights and protecting consumers' more rights and interests at the same time. At the same time, in order to make consumers experience better commodity shopping services, the new retail reasonably integrates the three factors of consumers, commodity goods and shopping venues. In recent years, China's e-commerce market has developed rapidly. According to the panoramic survey and investment strategy consultation report of China's e-commerce market 2015-2022 released by the industrial information network, China's e-commerce market transactions in 2014 have reached 12.3 trillion yuan, with a growth rate of up to 21.3%, of which consumers increased 48.7% through online life shopping, breaking through 10% for the first time in the year of total retail penetration of consumer goods, and consumers' online life shopping has become the main force to promote the development of e-commerce. At the same time, online travel through online selection increased by 27.1% and local life services by 42.8%, jointly promoting the overall rapid growth of e-commerce market (Yao

gong'an, 2009; Wu Kun, 2013; Wang Yanan, 2015; Zhao Cong, 2018; Luo Sheng, 2018; Yao gong'an, 2018; Wen Chaoqun, Li Yixuan, 2019).

Although there are great risks and high failure rate in service innovation, in order to occupy a favorable position in this fierce competition environment, only through innovation to constantly pursue higher and faster development. In the competition, how to provide satisfactory services, so as to win the favor of customers, make customers willing to visit again or recommend to others, has become the focus of the enterprise. This kind of behavior, which is beneficial to the enterprise, is also the main way to solve the problems of retaining customers and low customer satisfaction. Although some people have paid close attention to these problems, there is still no proper solution.

### **Problem statement**

On the basis of relevant research, through literature review and practical observation, this paper analyzes and explains the mechanism of service innovation, consumer sentiment and behavioral intention, builds a theoretical model of the three, and puts forward the research hypothesis of the relationship between the three, that is, service innovation has a positive and significant impact on behavioral intention; service innovation has a positive and significant impact on consumer sentiment Consumer emotion has a positive effect on behavioral intention; service innovation has a positive effect on behavioral intention through consumer emotion (Zhang Shengliang, Zhang Wenguang, 2009; Zhang Lei, Hu Hongli, 2009; Gao Huan, 2011; Shengliang, Gao Huan, 2011; Yang Xiaoyan, Deng Fang, 2013; Zhang Shengliang, Zhang Xiaobing, 2013; Song Wenchi, 2013; Li Jing, 2013; Dan Wenjuan, 2014; Guo Tingting, 2016; Guo MengYue, 2016; Yang Junru, Wang Xiaoli, 2016; Liu Peng, 2017; Deng Liangqi, Wu Tingting, 2018).

First, in the context of retail business, there is a direct relationship between service innovation and behavioral intention. Although there is no unified theory about the influence mechanism of service innovation on behavioral intention, the direct positive influence relationship of service innovation on retail market is very significant. This study first examined whether there was a significant correlation between the two. Research shows that there is a significant positive correlation between service innovation and behavioral intention. At the same time, this study also focuses on the relationship between the factors of perceived service innovation and behavioral intention. The results show that not all the factors of service innovation have an impact on behavioral intention, only service items and functions, service processes and delivery methods, and service environment and atmosphere have a significant positive impact on customer behavioral intention. Service innovation has a significant positive impact on customers' positive emotions. This shows that service innovation is the antecedent of consumer sentiment, and the improvement of customer perceived service innovation level will lead to the improvement of customer's positive mood level. Of course, not all factors of service innovation have an impact on consumer

sentiment, only service items and functions, service processes and delivery methods, and service marketing activities have a significant positive impact on customer behavior intention.

Second, consumer sentiment has a significant positive impact on behavioral intention, that is to say, the higher the level of positive emotion of customers, the higher the level of recommendation intention and repeated purchase intention, the service industry should pay enough attention to the consumer sentiment of customers. In addition, the mean test of consumer sentiment shows that the level of consumer sentiment in the retail industry of shopping malls is low and there is a lot of room for improvement. Shopping malls should make efforts to mobilize the positive emotions of customers. Consumer sentiment plays a part of intermediary role in the intention of service innovation behavior, that is, service innovation has a positive impact on intention, which has both direct impact and indirect impact through consumer sentiment.

Thirdly, in the context of retail industry, there is a direct relationship between service innovation and behavior intention. Although there is no unified theory about the influence mechanism of service innovation on behavioral intention, the direct positive influence relationship of service innovation on retail market is very significant. Fourth, service innovation has a significant positive impact on customers' positive emotions.

## **Research questions**

First, there are many researches on service innovation, and many researches on service innovation theories are limited to a few industries, such as catering, tourism and library. This study takes the shopping mall retail industry as an example.

Second, although many mathematicians have done empirical research on service innovation, most of the research on service innovation in the field of service marketing only focuses on the relationship between service innovation performance and service innovation consent. This study introduces the concept of consumer sentiment and behavior intention, and empirically discusses the five dimensions of service innovation, consumer sentiment and behavior intention, it expands the research field of service innovation and is beneficial to deepen the theoretical research of service innovation.

## **Research objectives**

There is a great demand for logistics information, including the tracking information of goods and the timely update of logistics information. At the same time, the choice of suppliers is also one of the main factors affecting the profits of merchants. There is a positive relationship between the increase of the proportion of commodities provided for specific groups, the use of e-technology represented by the mall

management services and consumer willingness. As shopping malls use electronic technology and cooperate with businesses to expand the sector, the stronger the intention of consumers for physical shopping will be. The new experience of e-commerce and the preference for e-commerce will greatly affect the choice of consumption mode, and this choice will increase with the enhancement of the experience of e-commerce. To some extent, the increase of the consumption proportion of e-commerce will also reduce the consumption amount of consumers in the physical business.

Based on the theoretical analysis and questionnaire data collection, this study attempts to empirically analyze the components of service innovation and consumer sentiment, and explore the relationship between service innovation, consumer sentiment and behavioral intention, hoping to find out the problems in business practice for retail enterprises and provide service innovation for enterprises through hypothesis verification Policies and recommendations.

## **Literature Review**

### **Behavioral Intention**

Fishbein and Ajzen (1975), famous consumption behaviorists, defined behavioral intention as "the subjective probability that an individual wants to engage in a specific behavior". Harrison et al. (1997) believed that behavioral intention is "the intensity of a person's spontaneous plan to engage in a certain behavior". When it is not affected by other specific environmental factors, the stronger a person's intention to engage in a certain behavior, the more likely he is to engage in such behavior. Ajzen and drier (1991) believed that intention is a necessary process of behavior performance and a decision before behavior (Kamakura Wagner A., Gessner Guy, 1986; Zhang Shengliang, Yang Kun, 2010; Shen Pengyi, 2011; Yang Kun, 2011; Guo Meiping, 2012; Tao yuepeng, 2013; Zhang Xiaojun, 2014; Wang Jiali, 2014; Yang Qiang, Zhuang Yi, 2014; Xu Longjie, 2015; Zhuang Yi, 2015; Huang Panpan, 2016; Wang Manlin, 2017; Yang Qiang, Shen Aachen, 2017; Lu Qiang, Feng Jiao, Li Hui, 2017; Luo Shuang, 2018; Shuangya, 2019).

The concept of behavioral intention originated from the theory of attitude, which consists of cognition, motivation and emotion. Cognitive elements refer to the individual's understanding of the subject matter of attitude, while intentional elements refer to the individual's behavior or behavioral intention towards the subject matter of attitude, and emotional elements refer to the individual's feeling towards the subject matter of attitude (Engel et al, 1995). In the theory of attitude, cognitive factors and emotional factors are regarded as the determinants of individual attitude, that is, the overall evaluation of individual on the subject matter of attitude depends on the knowledge and feeling of individual on the subject matter. As for the intentional

factors, they are not regarded as the determinants of attitude, but the attitude determines the intention, that is, the attitude determines the individual's behavioral intention.

### **Previous research**

There are also many views on the measurement of behavioral intention in academic circles, and scholars at home and abroad have not reached an agreement on the division of behavioral intention dimensions. Blackwell (2015) divides consumers' behavioral intentions into five types: purchase intentions, purchase intentions, Spending intention, repurchase intention and consumption intention o gronholdt et al. 02000 point out that consumers' repurchase intention, price tolerance, willingness to recommend to others and cross purchase loyalty (purchase other products of the same enterprise) are the indicators of consumer loyalty. According to Dong Dahai and Jin Yufang (2013), there are three main types of consumers' behavioral intentions: repurchase intention, premium purchase and word-of-mouth. Liu Zhizhong (1997) conducted a more in-depth study on the post purchase behaviors caused by consumers' satisfaction and dissatisfaction, and summarized the possible post purchase behaviors of consumers into satisfaction and dissatisfaction. Among them, satisfactory post purchase behavior is measured by loyalty, repeated purchase and willingness to pay more, while unsatisfied post purchase behavior is evaluated by private complaints, complaints to enterprises and complaints to third-party groups.

PZB (1996) also pointed out that service innovation is closely related to customer behavior intention, and service quality can determine the final behavior of customers. If service enterprises can provide excellent services, it will lead to positive behavior intention of customers. In the process of service, because word-of-mouth and repeated purchase intention belong to the customer's approach or avoidance behavior, and the approach or avoidance behavior is the customer's emotional behavior response. It is very important for service enterprises to understand the role of emotions (strandvik, 1997). It is believed that emotions affect subsequent behaviors. Positive emotions are often related to someone's continuing to engage in an activity; negative emotions are often related to the suspension of an activity. In addition, positive emotions may lead to positive oral recommendation behavior, while negative emotions may lead to complaint behavior (Guo Xinhua, Xia Ruijie, 2010; Lu Jun, 2011; Hou Rujing, Zhang Chubing, Yi munong, 2012; Zhang Shengliang, Zhang Xiaobing, 2013; Li Xiaoxin, 2015; Wu Biyuan, 2015; Wang Shanshan, 2015; Liu Hao, 2016; Xu kaijuan, Zhang Lin, Zhang Jianhui, Zhu Hongjun, Huang Haiyan, 2016; Wang Hanying, 2016; Chen Tao, 2017; batingting, 2018; Xiong WANYING, 2018; Shan Chunling, 2018; Wang Xiaomin, 2018; Wang Zhigang, Tian Zhilong, Fang Qian, 2018; Zhang Wei, 2018; Zhang Xi, Wang Fuling, Xi Guofang, Yang Qiuyan, 2018; Xue Mengxuan, 2019).

## **Service Innovation**

Since the late 1970s, foreign scholars have begun to study service innovation, and have obtained some influential research results. More and more scholars and entrepreneurs began to realize that the new concept of innovation plays an important role in the knowledge economy, but at that time, the research on service innovation was rare. The vast majority of innovation research is about industry, but not many scholars in service innovation research focus on product, process and organizational innovation. It can be seen that the theoretical research and empirical research of service innovation have not been paid due attention, and compared with the research of industrial technology innovation, they are more similar. However, it can be predicted that the research focus of experts and scholars and the business community will surely shift to the service innovation activities as the core source of service industry development.

## **Consumer Behavior Intention**

Definition Behavior intention, or purpose for short, refers to the behavior of consumers after receiving the stimulus. According to the definition of Einhorn and Hogarth (1981), consumers' behavioral intention is to participate in the process of obtaining, using and handling goods or services, which is based on a series of psychological decision-making processes. The idea of conduct purpose is formed from the attitude theory. Attitude to products or services refers to the psychological evaluation of consumers, and it is also an important role in forming consumer behavior. The three factors of cognition, emotion and ideation constitute the attitude of consumers. Among them, the cognitive factor is the idea formed by the information collected by individuals through various channels, the experience gained by their own growth and value orientation, etc., and the emotional factor is the emotional or emotional response to the attitude target; The ideational factor is the possibility and tendency of an individual to take a certain behavior or this specific behavior towards the attitude target (Blackwell, 2017). Consumers' overall evaluation of products or services is determined by their beliefs and feelings about the target object. Consumers' attitudes towards the target object will further determine consumers' behavioral intentions and ultimately their behaviors.

## **Consumer Sentiment**

Buyer sentiment refers to a kind of subjective experience produced by consumers about whether the objective things meet their own needs. The short-term subjective experience is called emotion, such as joy, anger, sadness and other emotions; the long-term stable experience associated with social needs is generally called emotion, such as sense of reason, moral sense, aesthetic feeling and so on.

In daily language, the meaning of the word "emotion" is more complex, including both short-term experience and long-term stable emotional experience. This study

makes a clear distinction between emotion and emotion. In psychology, people maintain a relatively weak emotional state for a long time, which is called mood. Because mood can maintain for a long time, people's mood has a relatively long influence on behavior.

In recent years, the study of buyer sentiment is given increasing attention, and many researchers have deep study on buyer sentiment. Westbrook and Oliver (1991) defined consumer emotion as "the special emotional response appearing in the use of products or experiencing consumption". Menon and Dube (2000) believe that "consumer sentiment is the emotional response of buyers to the features of commodities and services and to the final consumer value they obtain".

## **Methodology**

### **Research design**

This paper mainly studies the connection between service creation and deed purpose. According to the analysis results of literature review, this paper will consider the direct influence of service creation on deed purpose and the intermediary role of consumer emotion, and build a theoretical model combining the mechanism and logical relationship between them.

This study first explains the service innovation, consumer sentiment and behavior intention, and then summarizes the component dimensions of service innovation in the retail market based on the existing literature, consumer interviews and related people's discussions.

In this paper, we use the general definition to define the behavioral intention as "the external activities of consumers due to their ideological domination". On the basis of previous research results, considering the operability and practical situation of the research, this paper uses word-of-mouth communication and repurchase intention to express the possible behavior intention of consumers.

### **Population / sampling / unit of analysis**

In order to reduce the error of data and increase the effect of investigation, this study tries to adopt the way of field investigation, and explains the questions that are easy to be misunderstood in detail, so as to ensure the authenticity of each participant's answers.

Through literature reading, through the domestic and foreign literature research on service innovation, consumer sentiment and behavior intention, the relevant variable scale was sorted out.

Discussion and revision stage of the questionnaire. In view of the differences in research objects and industries, this study must modify and adjust the questionnaire according to the actual situation. Through the discussion of many professionals, this study adjusts the questions, making it more reasonable and practical.

The main object of this study is the customers in Wenzhou. The content of the questionnaire mainly includes the following parts: the first part is the description of the questionnaire, which mainly explains the purpose and purpose of the questionnaire. The second is the basic characteristics of customers, including gender, age, education and income. The third part is the subject part of the questionnaire. The main contents of the survey include the evaluation of service innovation projects, the evaluation of consumer sentiment and the evaluation of their own behavior intention. The main part of the questionnaire adopts Likert 5-level scoring method. According to their actual consumption experience, customers rate the relevant description parts in the questionnaire from completely disagree to fully agree, giving 1, 2, 3, 4 and 5 respectively.

## Findings & discussion

### Profile of responses

The data of this study are all from the questionnaire, and the distribution objects are mainly consumers who have shopping experience in shopping malls. There are 600 questionnaires, 512 effective questionnaires, and the recovery proportion of the useful questionnaire is 85.3%. There are two main criteria to eliminate the non-conforming questionnaire: one is to remove the incomplete and missing respondents as the invalid questionnaire; the other is to measure whether the respondents fill in the questionnaire seriously. If there is no obvious difference between the marks of the whole questionnaire option (for example, most of the 26 items in the service innovation measurement have the same scores), the questionnaire will be rejected as the invalid questionnaire. Except. The basic information of the sample is as follows

Table 4.1 Basic Information of Sample

| Demographic Characteristics |                      | Sample Size | Percentage (%) |
|-----------------------------|----------------------|-------------|----------------|
| Gender                      | Male                 | 248         | 48.44%         |
|                             | Female               | 264         | 51.56%         |
| Age                         | 20Year Old And Below | 70          | 13.67%         |
|                             | 21To 30 Years Old    | 194         | 37.89%         |
|                             | 31To 40 Years Old    | 144         | 28.13%         |
|                             | 41To 50 Years Old    | 76          | 14.84%         |

|                 |  |            |        |
|-----------------|--|------------|--------|
|                 | 50Above                                    | 28         | 5.47%  |
|                 | High School And<br>Below                   | 102        | 19.92% |
| Education Level | Specialty                                  | 146        | 28.52% |
|                 | Undergraduate                              | 222        | 43.36% |
|                 | Master Degree Or<br>Above                  | 42         | 8.20%  |
| Occupation      | Business Personnel                         | 240        | 46.88% |
|                 | Civil Servant                              | 30         | 5.86%  |
|                 | Professional And<br>Technical<br>Personnel | 52         | 10.16% |
|                 | Student                                    | 138        | 26.95% |
|                 | Professional                               | 24         | 4.68%  |
|                 | Other                                      | 28         | 5.47%  |
|                 | 3Below 10000                               | 130        | 25.39% |
| Annual Income   | 3To 60 Thousand                            | 62         | 12.11% |
|                 | 6To 100 Thousand                           | 120        | 23.44% |
|                 | 11To<br>Thousand                           | 200<br>184 | 35.94% |
|                 | 20Over 10000                               | 16         | 3.13%  |

Table 5.1 shows the survey sample overview. In terms of gender ratio, the proportion of men and women is almost the same. The emergence of this situation has a certain relationship with the intention of researchers for gender balance. In terms of age, the largest proportion are customers aged 21-30 and 31-40, which is consistent with the shopping mall consumption in real life. Most of the respondents are young and middle-aged, with high attention and memory ability, and are able to make a more comprehensive assessment of service innovation. In terms of education level statistics, more than half of the respondents' education level is above undergraduate level, which shows that they generally have higher education level and can accurately and correctly understand the questions they need to answer and estimate. In terms of career distribution, business personnel account for the highest proportion, accounting for nearly 50% of the sample. This is due to their high general consumption ability, mostly white-collar workers, which is consistent with the positioning of some

shopping malls. Therefore, no matter from the perspective of gender, age, educational background or occupation, they are all in line with the characteristics of shopping mall customers. Therefore, the wood sample has certain representativeness.

Table 4.2 Characteristic Distribution of Monthly Average Shopping Mall Consumption Times

| Frequency        | Sample Size | Percentage |
|------------------|-------------|------------|
| 2Below and below | 226         | 44.14%     |
| 3-5second        | 212         | 41.41%     |
| 6-10second       | 58          | 11.33%     |
| 10Above          | 20          | 3.91%      |

Table 4.2 shows the participants' purchasing experience, taking the average quantity of f times of purchasing in the shops per month as the marker. From the table, it is obvious that more than half of the valid participants have 3-5 times per month in the shopping area. For one thing, it reveals the improvement of modern citizens' consumption level, on the other hand, it also makes the shopping malls see more development opportunities.

Table 4.3 Characteristic Distribution of Shopping Mall Consumption Purpose

| Consumption purpose | Sample size | Percentage |
|---------------------|-------------|------------|
| Shopping            | 284         | 55.47%     |
| Eat                 | 90          | 17.57%     |
| entertainment       | 76          | 14.84%     |
| Other               | 62          | 12.11%     |

Table 4.3 shows the purpose of customers' consumption in shopping malls, in which "shopping" accounts for more than half of the sample number, which is related to students' taking up most of the sample number. The diversification of consumption purpose is closely related to the change of social structure and consumption habits.

Besides the demographic variables and the data of the basic condition of shopping areas shopping discussed, this research is about service production. It deals with the new items and buyers' feeling, conduct idea, which are chiefly containing the mean value and standard deviation. The details are as follows:

Table 4.4 Standard Deviation and Mean Value of Each Research Dimension

| Variable             | Dimension                      | Mean Value | Standard Deviation |
|----------------------|--------------------------------|------------|--------------------|
| Service Innovation   | Service item function          | 3.6733     | .6758              |
|                      | Service process                | 3.7840     | .8324              |
|                      | Interpersonal service          | 3.9376     | .7643              |
|                      | Service environment atmosphere | 3.4832     | .8766              |
|                      | Marketing activities           | 4.0194     | .9347              |
| Consumer sentiment   | Positive emotions              | 3.6727     | .7451              |
| Behavioral intention | Recommend                      | 3.7310     | .8018              |
|                      | Repeat purchase                | 3.8156     | .7713              |

Table 4.4 shows the concentration trend and distribution form of the measured values. It is found that the sample mean value of most items is between 3.7-4.0, and the standard deviation is between 0.67-0.93, which is within the acceptable range and has a good reflection on the whole. Therefore, the selected samples are suitable for further data analysis.

## Discussion

This paper empirically analyzes the components of service innovation and consumer sentiment, and seeks the connection between service creation, consuming sentiment and deed will.

In the setting of retail world, there is an obvious connection between service creation and deed will. Although there is no unified theory about the influence system of service creation on behavioral intention, the direct positive influence relationship of service innovation on retail market is very significant. This study first examined

whether there was a significant correlation between the two. Research shows that there is a significant positive correlation between service innovation and behavioral intention. At the same time, this study also focuses on the relationship between the reasons of sensed service creation and deed will. The outcome indicate that not all the reasons of service creation have an influence on deed will, only service events and skills, service procedures and delivering ways, and service setting and atmosphere have a significant positive impact on customer behavioral intention.

Service creation has an important active influence on buyers' active feelings. This indicates that service creation as the pioneers of buyer sentiment, the enhancement of customer perceived service innovation level will lead to the improvement of customer's positive mood level. Of course, not all factors of service innovation have an impact on consumer sentiment, only service items and functions, service processes and delivery methods, and service marketing activities have a significant positive impact on customer behavior intention.

The active influence of buyer sentiment on deed will has been backed by many test researches. The supposition test outcome indicate that buyer feeling has an important active influence on deed will. This indicates that shopping areas should focus on the function of buyer feeling if they want to get the buyers' faithfulness. Buyer's consuming may activate buyers' spirit and affect their deed. Buyer feeling functions as a middleman in the intention of service innovation behavior, that is, service innovation has a positive impact on intention, which has both direct impact and indirect impact through consumer sentiment.

Recently, many experimental studies show that when people pursue personal income, they will also focus on the fairness of income distribution results or distribution behavior motivation. But at present, the theory of fairness preference is mainly applied to principal-agent problem, and there is little research on the influence of individual behavior decision-making. This paper will reveal the effect of fair preference on individual behavior, deepen the understanding of the influencing factors of individual consumption decision, and promote the practice and application of fair preference theory in the field of individual consumption by studying the differences of individual consumption decision-making in unfair environment. In reality, the report on China's online social psychology released by Fudan University in 2018 shows that due to the widespread fairness preference of social groups, once the ideal level of fairness is not reached in life and work, it is very easy to generate a sense of unfairness, which has become a relatively widespread "negative energy" of the society at present. This sense of unfairness comes from a sense of relative deprivation, and It is not only the poor people who have such a social mentality, but also all classes may feel unfair. Based on the theoretical analysis and questionnaire data collection, this study attempts to empirically analyze the components of service innovation and consumer sentiment, and explore the relationship between service innovation, consumer sentiment and behavioral intention, hoping to find out the problems in business practice for retail enterprises and provide service innovation for enterprises

through hypothesis verification policies and recommendations. The purpose of this study is as follows:

First, service creation has an active influence on deed will. The outcome of supposition test indicate that there is a great and obvious connection between service creation and deed will(= 0.673, SIG. = 0.000). this means that in the shopping area, more service creation can bring more willing second buying of buyers and recommend to others.

Second, the impact of service innovation on consumer sentiment. The results of this paper show that the service innovation of the retail industry has a significant positive impact on the positive emotions of consumers (= 0.583, SIG. = 0.000).It can be seen that customers' cognitive knowledge of service innovation can significantly affect customers' emotional state, and high level of positive emotion is the key to customers' high evaluation of shopping malls.

Third, the effect of consumer sentiment on behavioral intention. In many research fields of service marketing, the positive effect of consumer sentiment on behavioral intention has been supported by many scholars. The results of hypothesis test show that consumption emotion has a significant positive effect on behavioral intention (= 0.617, SIG. = 0.000).This shows that shopping malls must pay attention to the role of consumer sentiment if they want to win the favor of customers. Customer's consumption experience may stimulate customer's mood and influence consumption behavior (Oliver, 1993)

Fourth, the intermediary role of consumer sentiment. This paper empirically tests the correctness of the research model of "service innovation consumer sentiment behavioral intention". The result of hypothesis test shows that consumer sentiment plays an intermediary role between service innovation and behavioral intention in shopping malls. Compared with the regression of service innovation to behavioral intention, when both service innovation and consumer sentiment return to behavioral intention, the significant influence of service condition on deed will reduction(from. 567 to. 285). in this way, buyer sensing functions as middleman between service creation and deed will. Service creation can have an active influence on buyer deed will through buyer sentiment.

## **Conclusion**

Based on related research, through literature search and real finding, this study analyzes and illustrates the system of service creation, buyer sensing and deed will, establishes a theoretical pattern of the three and proposes a theoretical pattern of the three, and advocates the research supposition of the connection between the three, that is, service creation has an active and important influence on buyer sensing; buyer sensing has an important active influence on deed will by buyer sensing; service creation has an active influence on deed will through buyer sensing. To check these suppositions, this research takes the shopping areas field in Hangzhou as the research

setting, and takes out sample data in a convenient sampling way. The reliability and validity check of the scope reveals that the scope has some dependability and correctness, which can be adopted as a useful check of the three sides. The findings reveal that the origin of the sample stands for the whole study. In this way, this study adopts SPSS software to analyze and check the connection between the three. The study outcomes are like this

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