Research Articles

Impact of Socialized E-commerce on Consumers' Willingness to Use in the Sinking Market

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Abstract

With the rapid development of Internet social technology, social media and e-commerce have been deeply integrated into social e-commerce. As a new form of e-commerce, social e-commerce has achieved great success in a sinking market. Business has attracted more and more attention from enterprises and academia.

After the researcher studied and gathered the relevant research literature of e-commerce, social e-commerce and the information system success theory in detail, this article combined the success theory of information system and the development status of social e-commerce. Moreover, information quality factors, system quality factors, and service quality factors were proposed. Group buying product factors and consumers' personal factors possibly affected consumers' willingness to use products in the sinking market. Then, questionnaires were designed.

After pre-investigation and distribution of the formal questionnaires, a total of 357 valid questionnaires were collected. Sample descriptive analysis, correlation analysis and regression analysis were conducted for the returned questionnaires. The conclusion showed that information quality factors, system quality factors, service quality factors and group purchase product factors had a significant positive impact on consumers' willingness to use social e-commerce in the sinking market. The stronger the above factors were, the greater the willingness of consumers to use the platform was. Through the sample description, it could be concluded that consumers' personal factors including occupation, gender, age, per capita disposable income, will also have an impact on the willingness to use the platform. Finally, based on the research conclusions, the suggestions of "removing WeChat and devoting to APP development", "continuously innovating business models, ensuring high-quality product supply" and "establishing departments responsible for content marketing" were put forward. Besides, there should be an exploration for structured marketing channels and the future development of social e-commerce.

Keywords: *Social E-commerce, Sinking Market, Consumer Willingness to Use, New Retail*

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Introduction

In the new retail research, the "last mile" problem has always been the focus of attention, that is, how to construct a closed-loop of consumption between users and enterprises in the "last mile". Social e-commerce is a model exploration for this problem. The future development trend of China's social e-commerce cannot be underestimated. However, in the actual operation of social e-commerce, there are still a series of problems such as products, distribution channels, logistics, waiting and customer service. Through the analysis of the questionnaire survey, this article attempts to conduct an in-depth discussion on how social e-commerce affects consumers' willingness to use the sunken market, and proposes targeted solutions to social e-commerce problems in online marketing. The sunken market. Based on the latest development of social e-commerce, this article discusses the factors and business models that may affect consumers' willingness to use the sunken market, and provides some theories and useful ideas for the rapid development of social e-commerce. Through the research on the influence factors of consumers' willingness to use, we hope to provide a reference for the actual operation of social e-commerce companies in the sunken market.

Objectives

The main research purposes of this article are three aspects: one is to systematically sort out the latest development of social e-commerce; the other is to systematically sort out the latest development of social e-commerce. The second is to combine the important theory of consumer behavior research "information system success theory", to study the influence factors of social e-commerce on consumers' willingness to use in the sinking market, put forward research hypotheses, and verify them through empirical analysis methods. The third is to combine the results of empirical analysis to provide targeted model optimization suggestions and marketing strategies for the development of social e-commerce companies in the sinking market.

Material and Method

3.1 Literature review

Yahoo! The term "social e-commerce" was first proposed in December 2005, and scholars did not begin to study this emerging business model until 2007. Scholars had different views on what social e-commerce is. Many scholars believed that social e-commerce was a new form of e-commerce and an extension of e-commerce in terms of social media and social network services. Afrasiabi Rad and Benyoucef (2011) believed that social e-commerce was a special form of e-commerce based on highly personalized and interactive social relationships. Kang and Park (2009) also tended to think that social e-commerce was a new form of e-commerce, but social e-commerce paid more attention to the possibility of users discussing and evaluating goods or services. Other scholars believed that social e-commerce was the process of using social media technology to influence users to make purchase decisions, with the focus on the impact of social media technology on business activities. Marsden believed that social e-commerce used social media technology to promote the interaction between users and enterprises, thereby improving the user's shopping experience. Cecere also believed that social e-commerce through various social media technologies could optimize and enhance users' shopping experience, and encourage users to purchase their favorite goods or services through social platforms. Zong Qianjin believed that social e-commerce is a business that promotes and sells products or services by integrating social graphs (interaction based on interpersonal relationships) and interest graphs (interaction based on information flow) in the context of social media.

In a word, socialized e-commerce in the context of social media uses social networking sites, social media, network media and other communication channels use social media technology to interact with interpersonal relationships and business information flow, and assists products through social interactions and user-generated content A new type of e-commerce for the purchase and sale behavior. As shown in Figure 1, social e-commerce is a deep integration of social media and e-commerce. People can find the web links of the goods they need to buy through social media channels and traditional e-commerce channels, and then proceed with e-commerce activities.

Although social e-commerce is a new derivative model of e-commerce, social e-commerce and traditional e-commerce are essentially different. This article summarizes the differences between social e-commerce and traditional e-commerce from the three levels of marketing, user control, and system interaction. The biggest difference between social e-commerce and traditional e-commerce is the integration of social media. Therefore, social e-commerce plays an important role in interpersonal relations. Communication activities are more prominent.

3.2 Research hypothesis

In the D&M model established by DeLone and McLean and subsequently modified, information quality is considered to include accuracy, completeness, timeliness, consistency, and relevance. In the study of website quality by MCkinney and others, the D&M model was introduced, and the evaluation dimensions of information quality include accuracy, appropriateness, practicability, and understandability. In addition, in the process of online group buying, if the purchase procedure is too complicated and the information about the product is unclear or not easy to understand, it is not conducive to consumers' decision-making. For example, Lee Y, etc. believed that the intelligibility of information refers to information. Easy to be understood by consumers. Based on this article, the following assumptions are made:

H1: The information quality of social e-commerce platforms has a significant positive impact on consumers' use intentions.

DeLone believed that the usability, practicability, reliability, adaptability and response time of the system constitute the evaluation index of system quality, which may affect the satisfaction of consumers with the use of the system. Li Yuhai's research on e-commerce websites proved that the navigation function is an important factor in evaluating the quality of the system. In addition, the stability of the server and the speed of web page downloads will also affect consumers' willingness to use the quality of the system. Hu Bingchuan believed that websites should provide consumers with effective links, otherwise consumers would reduce their trust in the website. According to these articles, the following assumptions are made:

H2: The system quality of the social e-commerce platform has a significant positive impact on consumers' willingness to use.

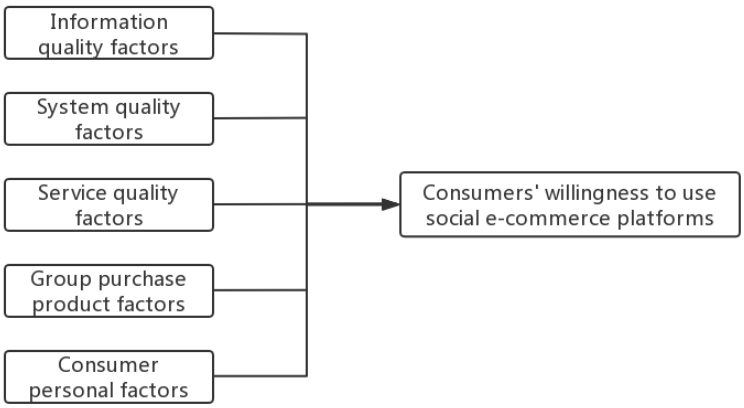
Parasuraman A and others believed that service quality was the difference between perceived service and expected service quality. Zeithaml V A and others believed that network service quality referred to the effectiveness and convenience of online shopping sites. Bhatacherjee A and others believed that network service quality referred to the ability to effectively solve problems encountered by consumers. In addition to the above factors, Parasuraman A and others believed that network service quality should also include response speed and communication. Based on these articles, the following assumptions are made:

H3: The service quality of social e-commerce platforms has a significant positive impact on consumers' willingness to use.

Jing Miao and others believed that the characteristics of the product itself have an impact on consumers' perception of online shopping risks, including the product price, brand and standard language level. Cui Yanhong believed that product brand differences and prices will affect consumers' perception of shopping risks. Since the current social e-commerce platforms mostly focus on physical products, this article mainly defined social e-commerce product factors from the perspective of the second type of research. Based on the above analysis, these articles draw the following assumptions:

H4: The group buying product factors of social e-commerce platforms have a significant positive impact on consumers' willingness to use.

The influence of consumers' own personal factors on their shopping willingness cannot be ignored, including age, gender, occupation and so on. Research by Korganonkar et al. pointed out that online shoppers and traditional consumers have different characteristics in terms of gender, income, and education. These factors are also an important basis for social e-commerce platforms when formulating marketing strategies for sinking markets. In addition, because this research is aimed at the sinking market, when designing the questionnaire, the consumer's residential city is selected in the third, fourth, and fifth-tier cities.



Results and Discussion

4.1 Descriptive statistical results

Through the analysis of valid samples, it is found that in the gender distribution of the sample, there are more males than males among female online shoppers, a total of 191 people, accounting for 53.5%. The sample age is mainly concentrated in the range of 19-50 years old, accounting for 85.16% of the total. The sample occupations are mainly concentrated in "individuals", "employees in enterprises" and "employees in government institutions", which together account for 75.35% of the total number of samples. The per capita disposable income of the sample households is mainly concentrated in the "2001-3000" range, and the sample population accounts for 25.49%. The above samples are from the sunken markets of third-tier, fourth-tier and fifth-tier cities.

Population frequency distribution

Name of name	Options	Frequency	Percentage (%)	Cumulative percentage (%)
Gender	Female	191	53.50	53.50
	Male	166	46.50	100.00

Population frequency distribution

Name of name	Options	Frequency	Percentage (%)	Cumulative percentage (%)
Age	Under 18 years old	39	10.92	10.92
	19-25 years old	70	19.61	30.53
	26-30 years old	66	18.49	49.02
	31-40 years old	129	36.13	85.15
	41-50 years old	39	10.92	96.08
	Over 51 years old	14	3.92	100.00
Vocational	Individual	95	26.61	26.61
	Staff of enterprise units	77	21.57	48.18
	Other	33	9.24	57.42
	Students	55	15.41	72.83
	Staff of Government or institutions	97	27.17	100.00
Disposable income （RMB）	Less than 1000 yuan	34	9.52	9.52
	￥1001-2000	70	19.61	29.13
	￥2001-3000	91	25.49	54.62
	￥3001-5000	83	23.25	77.87
	More than ￥5001	79	22.13	100.00
Total		357	100.0	100.0

4.2 Correlation analysis results

Pearson related inspection

		Willingness to use
Information quality	Correlation coefficient	0.510**
	p value	0.000
System quality	Correlation coefficient	0.529**
	p value	0.000
Quality of service	Correlation coefficient	0.512**

Pearson related inspection

		Willingness to use
	p value	0.000
Group purchase products	Correlation coefficient	0.473**
	p value	0.000

p <0.05** p <0.01

Use the Pearson correlation test to study the correlation between willingness to use and information quality, system quality, service quality, and group purchase products. The above tables show that the correlation coefficient between willingness to use and information quality is 0.510. Use The correlation coefficient between willingness and system quality is 0.529, the correlation coefficient between willingness to use and service quality is 0.512, and the correlation coefficient between willingness to use and group buying products is 0.473, and the above four items all show a level of 0.01 saliency. Therefore, it shows that the four items of information quality, system quality, service quality, group-buying products and consumers' willingness to use in the sinking market all have a significant positive correlation.

Assumption verification

5.1 Correlation analysis results

Taking information quality, system quality, service quality and group purchase products as independent variables, and using willingness as the dependent variable for linear regression analysis, it can be seen from the following table that the square value of model R is 0.371, that is, information quality, system quality and Service quality group buying products can explain 37.1% of the reasons for the change in willingness to use. When performing an F test on the model, it was found that the model passed the F test (F = 51.987, p = 0.000 <0.05), which means that at least one of information quality, system quality, service quality, and group purchase products will have an impact on the willingness to use. The formula of the model is: willingness to use = 0.280 + 0.245 * information quality + 0.293 * system quality + 0.236 * service quality + 0.141 * collective purchase of products. According to the parameter test, you can know:

Linear regression

	Non-standardized coefficient		Standardized coefficients	*t*	*p*	R^2	Adjustment R^2	*F*
	B	Standard error	*Beta*					
Constant constant	0.280	0.258	-	1.085	0.279	0.371	0.364	F (4,352)=51.987, p F (4,352)=0.000
Information quality	0.245	0.074	0.193	3.297	0.001**			
System quality	0.293	0.077	0.227	3.792	0.000**			
Quality of service	0.236	0.077	0.183	3.070	0.002**			
Group purchase products	0.141	0.065	0.125	2.187	0.029*			

Dependent variable: willingness to use

p <0.05** p <0.01

5.2 Validation results

The results of regression analysis can be drawn:

The regression coefficient value of information quality is 0.245 (t=3.297, p=0.001<0.01), that is, information quality will have a significant positive influence on willingness to use.

The regression coefficient value of the system quality is 0.293 (t=3.792, p=0.000<0.01), that is, the system quality will have a significant positive influence on the willingness to use.

The regression coefficient value of service quality is 0.236 (t=3.070, p=0.002<0.01), that is, service quality will have a significant positive influence on willingness to use.

The regression coefficient value of group-buying products is 0.141 (t=2.187, p=0.029<0.05), that is, group-buying products will have a significant positive influence on willingness to use.

The summary analysis shows that: information quality, system quality, service quality, and group purchase products will all have a significant positive impact on the willingness to use. At the same time, according to the descriptive analysis of samples, it can be seen that the gender, age, occupation, and per capita of consumers in the sinking market monthly disposable income has an impact on the willingness to use social e-commerce platforms.

Conclusion

6.1 The higher the information quality of the social e-commerce platform, the stronger the willingness of consumers to use it. This shows that in the context of social e-commerce, improving the accessibility, reliability, timeliness and understandability of platform information and ensuring higher information quality will help increase consumers' willingness to use it.

6.2 In the context of social e-commerce, improve the system quality of the use system (APP) of the social e-commerce platform, including optimizing user experience in terms of ease of use, interactivity, system response processing capabilities, system response time, page design, etc., Helps increase consumer willingness to use.

6.3 Improve customer service satisfaction, respond immediately to consumers' needs and queries, quickly solve the problems consumers encounter in the process of social e-commerce shopping, ensure the timely delivery of social e-commerce logistics, and effectively increase consumer utilization.

6.4 In the current social e-commerce environment, cheap prices will have a positive impact on consumers' willingness to use; but at the same time, product brand awareness and product quality are also factors that consumers value.

6.5 In addition to the above factors, consumers' personal factors will also affect their willingness to use social e-commerce platforms in the sinking market. Studies have confirmed that from the perspective of the gender of the consumer group, women are still the main force in using social e-commerce shopping models. Social e-commerce platforms need to specifically target the psychology and shopping habits of female consumers when formulating marketing strategies; from the perspective of age group, the age group is mainly concentrated in the young and middle-aged stage (19-40 years old), and the development of marketing strategies should be in the middle Young consumers are the center. From the perspective of the occupational distribution of consumer groups, more than 30% of the sample occupation types are corporate employees. From the perspective of the cities where the samples live, this study mainly focuses on consumers in the sinking market. Therefore, the long-term cities selected in the sample are all third-tier, fourth-tier and fifth-tier cities. The highest percentage of household disposable income per capita is between 1001-2000 yuan, which is basically in line with the sinking market targeted by most low- and middle-income groups.

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