

The Online Shopping Influencing Factors of Micronet Mode on Guiyang Consumers' Buying Behavior

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Abstract: The rise of targeted business, a unique financial market, has brought great convenience to consumers' production and life and created good opportunities and conditions for entrepreneurs. Consumers believed and selected Micronet mode as a new shopping mode, which would be the key to the continued vitality of the online shopping market. The research objectives of this paper were the study of influencing factors affecting online shopping buying behavior through Micronet mode, investigation of influencing factors of perceived ease of use, perceived usefulness, perceived risk, and customer social interaction, and the degree of influencing factors on purchase intention to consumer purchase behavior.

Keywords: Online Shopping Influencing Factors; Micronet Mode ; Consumer Buying Behavior

1. Introduction

Physical stores can capture users' curiosity and convey brand value through live broadcasts. On the other hand, live broadcasts have broken through space and time constraints and have covered a more comprehensive range of Consumers can effectively improve store floor efficiency. The second is the rise of data decision-making and reverse customization. In the past, traditional companies used to entrust market research companies to spend months or even more than a year on questionnaire surveys or interviews with potential target consumers, but now they can use e-commerce. The platform's data capabilities have considerably shortened these links—"Sell what you like" and "Sell what you want" to become a reality is based on the C2B reverse customization based on the high-value mining of platform data. In the past, merchants developed new products that relied more on business intuition and perceptual decision-making, which were risky and challenging to replicate. Nowadays, whether a new product should be produced, how much to make, and whether consumers like it or not can all get answers from the digital system of the platform. Human decision-making has become a big data and cloud computing decision.

2. Theoretical Basis

2.1 Concept of Micronet Business Model

So far, Micronet has not yet formed a unified definition. Experts and scholars in different fields have different understandings and understandings of Micronet from different research angles and levels. The explanations given are not the same, but they all have certain rationality. Zhou (2012)^[1] believed that A quotient could be understood from broad and narrow senses. In the general sense, the concept of A quotient is basically like mobile e-commerce: the use of wireless terminals such as mobile phones to achieve commercial behavior of shopping and transactions.

2.2 Operation of Micronet platform

Micronet business model is a company that develops a mobile application software installed on smartphones and other unlimited terminals to connect sources of goods (suppliers), businesses (operators), and consumers. Merchants can find suitable sources of goods to open a store and sell on this software (seller version). Consumers can choose the goods or services they need on this software (buyer version). Personal A business generally refers to the sale of goods or services through a circle of friends (Wang 2015)^[2].

2.3 Micronet business attributes and development status

The industry attribute of online business refers to a business activity in which a company or individual conducts product or service transactions based on a mobile social platform. It is a socialized distribution model with local Chinese characteristics. In the mobile Internet era, smartphones have changed people's daily lifestyles, and everyone can become a member of the Micronet industry (Shihab; et al. 2018)^[3].

3. Understanding the Influencing Factors of Micronet Mode on Guiyang Consumers' Buying Behavior

3.1 The difference between Micronet and traditional e-commerce.

E-commerce is centered on the products sold, and Micronet is centered on users. E-commerce has reduced the intermediate

circulation of products, and Micronet has lowered practitioners' entry barriers.

3.2 The difference between A business and direct selling.

Direct selling refers to turning the commodity circulation link in the traditional direct sales model into a "pull head" membership link under the banner of selling commodities or adopting the "soul chicken soup" speech method to seek benefits from the membership fees paid for offline development (Peterson; et al. 2019)^[4].

4. The Conceptual Framework for the Research Study

First This research studied the influencing factors of consumer purchase behavior in an online business environment to determine which variables are related to the purchase behavior of Micronet customers and variables that can affect consumers' purchase intentions—through the literature review and theoretical research of the first two chapters, considering the specific characteristics of the consumer environment of Micronet mode based on the revision of traditional TAM model for three variables: perceived ease of use, perceived usefulness, and behavioral intention (Deng; et al. 2020)^[5]. Four new variables are introduced: convenience, trust, perceived risk, and social interaction.

Second The influencing factors of consumers' purchasing behavior in the online consumption environment, considering that consumers' purchasing behavior is affected by their purchasing intentions, the six latent variables that influence consumers' purchasing intentions are convenience, trust, perceived ease of use, Perceived usefulness, perceived risk, and social interaction, these latent variables cannot be directly observed, but there is a specific correlation with purchase intention. The model constructed in this paper takes purchase intention as the intermediate variable, and convenience, trust, perceived ease of use, perceived usefulness, perceived risk, and social interaction.

5. The Countermeasures for Influencing Factors of Micronet Mode on Guiyang Consumers' Buying Behavior

5.1 Online shopping influencing factors

Consumers are highly concerned with the financial offer, product quality, degree of convenience, delivery model, and customer service. Many customers will examine online shopping platforms based on those factors.

5.2 Micronet mode

Micronet strives to reinvent real-time, in-vehicle data analytics through a suite of open, powerful, flexible, and robust computing platforms.

5.3 Perceived ease of use

In the TAM model, in addition to perceived usefulness, perceived ease of use is also a significant variable. In the mobile Internet era, people's life rhythm has accelerated significantly.

5.4 Perceived usefulness

Perceived usefulness is one of the most critical core variables in the TAM model suggested by Cheema; et al. (2013). From the merchant's perspective, any business is a new marketing model; from the standpoint of consumption, it is a new consumption model. Whether the merchant accepts the online business platform, it mainly considers whether the business's marketing model can increase the store traffic and consumer base for better market share.

5.5 Perceived risk

Perceived risk refers to the uncertainty of the actual purchase result and a potential risk when consumers purchase. This risk mainly comes from consumers' subjective feelings, including personal information security, financial security, and the degree of difference between the actual product quality and their expectations.

6. Conclusion

Merchants promote and sell products through the online platform to cater to the "fragmented" shopping habits of Guiyang consumers in the current mobile Internet era, and to a certain extent, increase the flow of merchant stores or increase the transaction scale of stores. The perceived ease of use, trust, perceived risk, and social interaction has a more significant impact on the micro-business Guiyang consumers. Therefore, we put forward the following suggestions to merchants: First, the information on the products on the shelves must be clear and precise so that customers can find their favorite items in the shortest time; second, provide convenient payment methods and a fast process of logistics, payment methods must be comprehensive as well as popular, logistics methods should be more comprehensive, can meet the needs of a wide range of consumers; third, establish a good relationship with consumers, word-of-mouth effect is significant in the A business environment, honest management.

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