

Study on the Influencing Factors of Sichuan Consumers' Usage Willingness in Online Knowledge Payment Platform

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Abstract: Knowledge sharing has entered the stage of knowledge payment with typical modes such as paid Q&A, live classes, paid subscriptions, course columns, and community services. Numerous knowledge providers have begun to flood into the paid knowledge market, and users are more willing to purchase high-quality content. However, academic research on paying for knowledge has only just begun. The three objectives are to explore the economic impact of users' continued willingness to use online knowledge payment platforms related to enterprises, investigate the differences in the willingness to use online knowledge payment platform, and evaluate better policies and services for the online knowledge payment industry.

Keywords: Sichuan Consumers; Usage Willingness; Online Knowledge Payment Platform

1. Introduction

2020 pandemic has changed the way people learn. With the improvement of the epidemic, the way people use the mobile Internet to acquire knowledge has become the norm. The purpose of this study is to study the persistent usage intention of online knowledge platform users. Five years have passed since the first year of knowledge payment. The knowledge payment market has entered a mature stage in the past five years. Today's network technology is relatively mature, and people have already entered the mobile Internet era. The rapid development of the times also requires people's demand for knowledge is accelerated. Online question and answer service has also become common for modern people. In the past, people thought knowledge was free to use and acquire. But times are changing; when good music and articles start to charge, and people are willing to pay for it, so makes knowledge acquisition.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Theoretically speaking, since 2016, knowledge payment has entered the public's field of vision, and the knowledge payment industry has shown a booming trend. With the gradual standardization of the industry and the receding direction of speculation, there has been a large-scale loss of users and a decline in activity. According to Yifan data, in 2019, the number of monthly independent devices that received APPs on the head platform of knowledge payment continued to decline from 1.82 million in January to 1.69 million in December. The problem of user retention of online knowledge payment platforms has attracted attention. This study is based on theories in information systems, social psychology, consumer behavior science, etc. The user's continued use intention and its influencing factors not only broaden the application scope of related theories but also updates the academic literature on knowledge-based user behavior research. It can also provide a specific factual basis and theoretical reference for the related research on knowledge payment (Zhou. 2018)^[1].

2.2 Practical meaning and value

In a practical sense, users' time is fragmented in today's society, but the speed of knowledge updating is accelerating, and all industries need continuous learning to improve themselves. Users are the core driving factor for the development of the knowledge service industry. An analysis of knowledge-paying users and an in-depth understanding of the real needs of users can improve the supply of high-quality knowledge services. Guidance and reference for the development of relevant

platforms improve user utilization and retention rates, stimulate the creative enthusiasm of content producers, realize the sustainable development of knowledge payment platforms, and enable knowledge service platforms to gain good user experience and word of mouth to achieve a win-win situation (Zhang: et al. 2017)^[2].

3. Understanding the Influencing Factors of Sichuan Consumers' Usage

Willingness in Online Knowledge Payment Platform

3.1 Research on online knowledge payment platforms in usage willingness

3.1.1 Definition of knowledge payment

knowledge shifting, knowledge sharing, and knowledge exchange involve multiple domains; these three concepts are often borrowed and used interchangeably, leading to confusion and ambiguity among the concepts. Knowledge transfer includes not only knowledge sharing of knowledge sources but also the acquisition and application of knowledge by recipients (Li: et al. 2017)^[3].

3.1.2 Typical models of knowledge payment

In China, there are five main business models for paying for knowledge: paid Q&A, live classes, paid courses and columns, offline reservations, and community services. The sub-products of "Zhihu," "Zhi," and "Zaihang-Yidian" were formerly known as "Fenda," which have a typically paid question-and-answer model with apparent customization features.

3.1.3 Development of paid Q&A model

Compared with traditional paid offline consulting services and free online Q&A platforms, online paid Q&A platforms to have the following advantages: beyond geographical proximity, 24-hour availability, cost and time savings, no embarrassment, more reliable privacy protection, and convenient information retrieval, the ability to make an appointment with a specific specialist for a reduced sentence.

3.2 Research on knowledge suppliers

3.2.1 Knowledge pricing strategy

Due to the diversity of knowledge payment services, there are not only price differences between sellers but also price differences within sellers. Different services have unique attributes, including duration, timeliness, channels, etc., expanding the choice space for knowledge demanders.

3.3 Research on knowledge demanders

3.3.1 Knowledge payment behavior

Task-driven and subjective norms were essential factors influencing online knowledge payment behavior. Uniqueness, convenience, and hedonic value (including curiosity and flow) were significantly positively correlated with readers' ebook purchase intention, that perceived risk negatively affected it (Cao: et al. 2014)^[4].

4. The Conceptual Framework for the Research Study

4.1 Influencing factors of usage willingness

Continuous research in information technology has made significant progress, in which the theoretical expectation

confirmation model has been widely utilized. Consumers use information technology with expectations, and if they are satisfied with the system, they will continue to use it (Huang; & Wang. 2014)^[5].

4.1.1 Outcome expectation

Cognitive factors such as hope and regret impact a user's continued use. Hopefully, the effect on continued use is not significant on first use but becomes substantial later.

4.1.2 User participation behavior

Free events on paid Q&A sites significantly increase satisfaction and sustained usage. The knowledge-seeking behavior of users and the community's response affect the future participation of newcomers to a certain extent.

4.1.3 Incentive mechanisms

If a respondent is rewarded for answering a question, they will be more likely to answer more questions actively. Bonus points, social comparisons, rank titles, money, and grant site privileges are used to incentivize the long-term engagement of community members

4.2 Market concentration analysis

Most of the e-commerce market is dominated by a small number of best-selling products, the superstar effect. However, the market concentration of the knowledge payment industry is still open to question. Well-known experts often have a crucial advantage in acquiring client resources.

5. The Influencing Factors of Sichuan Consumers' Usage Willingness in

Online Knowledge Payment Platform

5.1 Perceived usefulness

Perceived usefulness is the subjective perception of users that they accept that using specific technologies and tools can improve their job performance.

5.2 Perceived enjoyment

Perceived enjoyment is "the degree to which an activity developed using a particular technology is considered entertaining, excluding any performance consequences arising from the use of the technology.

5.3 Perceived value

User experience is how users react and perceive something they use. It includes personal perceptions of usability, ease of use, and efficiency.

6. Conclusion

This research summarizes a new framework based on the research objects of online knowledge payment platform users and the model studied by previous scholars and studies the willingness of consumers on the platform to continue to use. The research collects and analyzes data through questionnaires and verifies the hypotheses. According to past scholars and literature, it is roughly predicted that opinion leaders (that is, respondents of paid Q&A platforms) are well-known, and professional users have a significant positive continuous use intention. Because the 2020 pandemic has changed the way, people learn. With the improvement of the epidemic situation, how people use the mobile Internet to acquire knowledge has become the norm. Therefore, this study can also reveal what factors affect consumers' continued use intention and let relevant

companies understand how to attract and Retain more users and consolidate the economic benefits of related enterprises.

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