

Study on the Influencing Factors of 5G Video Ringtone Content Adoption Among Young Consumer Groups in Sichuan Province

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Abstract: With the continuous development of mobile Internet, mobile terminal Internet marketing has gradually become an important goal of enterprise promotion, and mobile terminal hand advertising occupies the dominant position of network marketing. In today's rapid development of mobile communication technology, the various functions of smart phones are constantly changing, which leads to the change of consumers' consumption habits. 5G video RBT is a 5G short video social product that integrates ultra HD content, personalized and social, and is closest to users. Its appearance breaks the blank moment in the call scene, is a new platform for individual users to show their personality and transfer their emotions, and also opens a new window for the government, enterprises and business users to show their images and spread information for their publicity work. During the 2022 Beijing Winter Olympics, China Mobile's video BT launched real-time event clips, winning moments and other exciting content, with exposure reaching 4.5 billion times.

Keywords: Willingness to Adopt; 5G Video RBT; Influence; SPSS Data Analysis

1. Background

To some extent, the emergence of video RBT strikes the rhythm of the 5G era. However, large-scale promotion obviously puts forward very high requirements for network delay, bandwidth, stability, processing capacity, etc., which also determines that it can only be tried for some people at present, and it is difficult to enter the public life in the short term. Although RBT has faded from the view of a new generation of surfers, its business is far more profitable than expected. Gao Xiaosong once revealed in a sharing activity that Chinese operators only users did not unsubscribe the RBT service, the revenue is as high as 10 billion levels. Remember, because of the reduced willingness of users to update RBT, the copyright cost of such services is almost negligible. With the 5G package users gradually reaching tens of millions of magnitude, the new generation of RBT products have also been packaged and launched, and reappeared in people's vision. It can be said that the development of RBT not only embodies the development process of the ICT industry, but also embodies the commercialization of the Internet content industry in a sense.

2. Research objectives

Analyze the influence mechanism of young consumer groups' willingness to adopt 5 G video RBT content.

Explore the mechanism of influence among several groups of factors.

According to the statistical analysis results, compare the importance of various factors, and formulate optimization suggestions for the adoption willingness of young consumer groups in 5 G video RBT content, so as to provide great reference opinions for mobile communication enterprises to improve the adoption willingness of young consumer groups in 5 G video RBT content.

3. Range of study

3.1 Significance and value

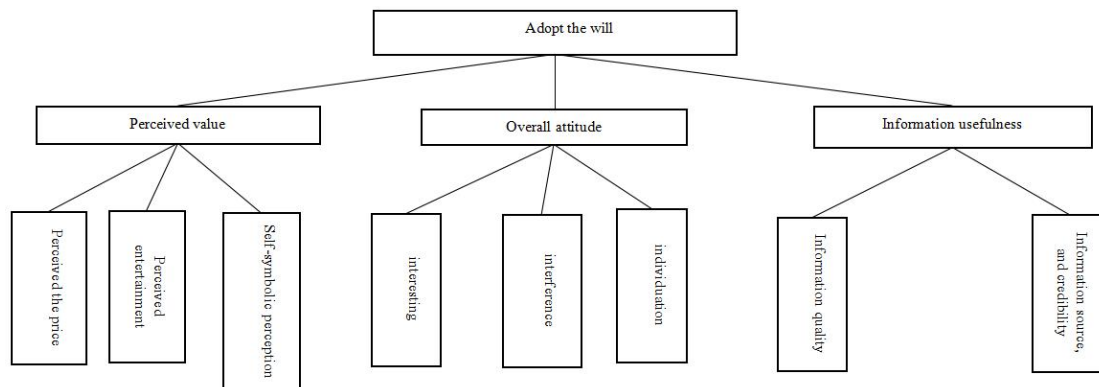
In the theoretical aspect. This study on the basis of classical literature at home and abroad, combined with perceptual entertainment theory, symbolic consumption theory, perceived value theory, analysis of Chengdu young consumers in 5g video ringcontent adopt influence mechanism, build a can fully reveal young consumer groups in the content of 5 G video ringtone adopt the influence mechanism model, help to rich perceptual entertainment theory, symbolic consumption theory, perceptual value theory related literature, enrich and enrich the existing perceptual entertainment theory, symbolic consumption theory, perceptual value theory.

In practical terms. This study clarified the influence mechanism on the willingness of young consumer groups to adopt 5 G video RBT content in Chengdu, so that mobile communication enterprises can adopt corresponding promotional activities and marketing strategies to improve the willingness to adopt the willingness of young consumer groups in 5 G video RBT content. It will also help young consumer groups to improve the willingness of 5 G video RBT content on the basis, and have certain practical value to help mobile communication enterprises to obtain considerable economic benefits in the market.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Sichuan region, mainly with young consumers in Sichuan region. Based on the area limited by the research topic, the researchers strictly limited the research scope, limited the sample collection category to Chengdu city in Sichuan province, and investigated the influence mechanism of the willingness of young consumer groups in Chengdu to adopt 5 G video ringtone content in Chengdu.

4. The conceptual framework of the study



5. Theoretical principle

Zhao Feng (2011) concluded through empirical analysis that the factors that affect consumers' perceived value of ringtones mainly include useful perception, perceived ease of use, perceived entertainment, perceived price, perceived risk, and influence perception of reference group. Self-symbolic perception and consumer innovation have no significant impact on perceived value. Zhang boyi (2021) found: can survive most social electricity has good practical perception, versatility, interesting perception and information quality, so they influence the overall attitude is not obvious, the customers think it is taken for granted should have the basic conditions, directly lead to they cannot influence the adoption of customer will. Zhang Ke (2022) identified four external stimulus variables: content quality, interaction quality, information source credibility and professional knowledge level; three internal body variables of information usefulness, perceived risk and user trust; and one individual response variable of adoption willingness. In terms of the total effect of adoption willingness, the positive effect from high to low is information usefulness, interaction quality, user trust, information source credibility, content quality, and the negative effect from high to low is perceived risk and professional knowledge level.

6. Correlation studies

According to the statistical empirical analysis of Didebao, Liu Xi et al. (2015), the consumption value theory can effectively explain the personalized recommendation and adoption willingness; the five consumption value factors have some influence; the functional value factors have the most significant effect, the social value factors and emotional value factors, the functional value factors and emotional value factors are important intermediary variables. Xu Xinyu (2014) put forward social convenience, social influence, expectations, performance expectations, service mobility, payment value, user innovation, self perception 8 assumptions, the results show that expectations, performance expectations, service mobility, user innovation, self perception on user willingness to adopt significantly, adopt will and social convenience to adopt behavior, and pay value, social influence on adopt will is not significant.

Conclusion

Perceived value: provide audition or free trial activities, through the free trial users can know better about the RBT business, so that users can reduce the financial risk and function risk in the process of buying RBT. With the popularization of 5G technology and the continuous innovation of video editor technology, the threshold of short video production will be lower and lower, and more HD, more animation and more cool short videos will be completed in an instant. Therefore, consumers will feel entertainment with 5g video RBT content and improve their willingness to adopt. Overall attitude: First of all, the video ringtone under the 5G network is very interesting. I put up the video when calling, and there is a feeling of making a phone call to watch the TikTok. Secondly, the art of beauty can make people relaxed and happy, and appreciating the art of beauty can stimulate infinite fun. Information usefulness: First of all, the advantage of 5G video RBT advertising intelligent marketing over traditional marketing is that it can realize two-way communication. Secondly, whether from the perspective of user volume or content distribution, 5G video RBT has become an influential platform for video content production and aggregation, which is also a platform on the video content ecological chain, and an entrance of video content traffic that enterprises must accelerate to seize.

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