

Study on Users' Purchase Intentions for Online Courses

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ABSTRACT: The purpose of this paper is to explore the influencing factors of users' purchase intentions for online courses, and to examine the effects of perceived value(PV) on users' purchase intentions. This will help to better understand the purchase behaviour of users in virtual communities and help online course creators and online courses platforms to understand their users' needs and improve their services as a result. It will also help to provide references for improving knowledge service quality and optimizing resource allocation. A quantitative questionnaire survey (involving 155 participants) are used in this paper. Results show that the perceived value is a significant factor in predicting the purchase intentions.

KEY WORDS: purchase intentions, perceived value, online courses

Introduction

With the rapid development of mobile communication technology, the application scenarios of the Internet have been greatly enriched. However, only few participants expressed their willingness to pay for online courses according to the knowledge acquisition survey. In addition, there are many problems arising, such as: an extensive amount of entertaining content in the academic courses, and incomplete evaluation and screening systems for monitoring course quality, which leads to the reduction of repeat purchase rate.

In this study, the perceived value refers to the overall evaluation of the gains and given during users' using the paid online courses.

Summary Table For Concepts

Perceived gains	PU	The degree to which users believe that use of a new technology will enhance or improve their performance.
	PT	The degree to which users are confident that the particular platform they paid for will not take advantage of the situation.
	PEU	The degree to which a person believes that using a particular system will be free of effort.
Perceived given	PR	Users' perception of potential uncertainties and negative factors in network transactions.
	PC	Users' monetary cost and non-monetary cost.

图 1 收益的整体评价

The aim of this study is to examine the effect of perceived value on users' purchase intentions for online courses. Another aim is to verify the mediating effect of perceived value between the influencing factors and purchase intentions.

Method Participants

Only users with experience in buying online courses were eligible to participate in the survey, and a bonus of 5 pounds with a 10% winning rate was set to encourage respondents to fill in the questionnaire. Questionnaires were posted on <https://www.wjx.cn/> and carried

out to qualify users with online courses payment experience.

Procedure

The questionnaire adopted in this research is derived from or adapted from existing literature in order to ensure the content validity. It has seven items in total, namely: PU, PT, PEU, PR, PC, PV, and PI. Each variable has 3-4 corresponding questions. This questionnaire adopts a seven-level scale, with 1-7 indicating from strongly disagree to strongly agree. All of the analyses were conducted in SPSS and AMOS.

Results

According to the results of the correlation analysis of purchase intentions of 155 samples, among these there is a significant negative correlation between perceived risk and purchase intentions, indicating that perceived risk can negatively predicate the purchase intentions.

According to the results of the correlation analysis of perceived value, all factors except perceived risk are significantly correlated with perceived value. Among these there is a significant negative correlation between perceived risk and perceived value, indicating that perceived risk can negatively predict the perceived value; that is, the greater the perceived risk is, the lower the perceived value will be. Perceived usefulness, perceived trust and perceived ease of use have a significant positive correlation with perceived value respectively, which means that they all have a positive predictive effect on perceived value.

The results show the influence of the hypothesized predictors on perceived value. Increasing perceived usefulness was associated with higher perceived value. Increasing perceived trust was associated with higher perceived value. The results of Regression Coefficients show the influence of the hypothesized predictors on purchase intentions.

According to the results of mediating effect of Perceived Value, Perceived trust significantly affects the purchase intentions, but when perceived value is included in the model as a mediator, perceived trust has no significant impact on purchase intentions, which means that perceived value plays the complete mediating effect between perceived trust and purchase intentions. Perceived usefulness and perceived ease of use significantly affect the purchase intentions.

General Discussion

This research has the following significance for online course content creators and online courses platform operators. First, realize that the perceived value is the core factor that affects users' purchase behaviour. Therefore, online course content creators can specifically provide useful courses to different user groups according to their needs, improving the knowledge quality is always the most important part in the online courses market. They can focus on the following parts: (1) Strictly review the education level and qualifications of the online courses givers, to ensure that they are qualified to give lessons; (2) Add the process of satisfaction evaluation after class, or establish the curriculum evaluation ranking table on the platform. Which can increase the courses givers' motivation to improve the quality of the course; (3) Give commitments to users, such as users can get their money back if a certain degree of user course said the online course is of no perceived value. Which can urge the givers to design better courses and can give the users a feeling of trust. Second, improve users' trust of the platform. It is important to set the price in a reasonable range after understanding the consumers' cognition and understanding of the value of products.

There are some limitations to this study. Firstly, it is quite important to the results in fact, so face-to-face interviews are needed in further researches. Secondly, for the questionnaire survey part, the participants in the research are mainly customers with purchase history; this group is different from the market as a whole, as there is a large number of potential consumers as well. Future studies could recruit participants from the whole consumer market and compare the groups that have not bought an online course before with those that have, so as to obtain more market information relating to online courses. Also, design laboratory control experiments to measure purchase intentions will complement the research findings.

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