

Research on Influencing Factors of User Experience of Member Business in Internet Video Streaming Media

— Taking Sichuan as an Example

Wei Zhao , Rapassa ROUNG-ONNAM

North Bangkok University, Bangkok 10220, Sai Mai.

Abstract: With the popularity of mobile Internet, video platform plays an increasingly important role in people's daily life. According to the 50th Statistical Report on Internet Development in China published by China Internet Network Information Center, as of June 2022, the number of Internet video users in China was 995 million. As an advanced service provided by the platform, video members' user experience directly affects users' willingness to pay and loyalty. Therefore, optimizing the user experience of video members has become an important topic in the development of the platform. This paper will explore the main factors that affect the user experience of video members by combining literature review and empirical research, and provide theoretical support for the optimization of the platform.

Keywords: Video Member; User Experience; Optimization Measures; Content Quality; Interactive Experience

1. Introduction

With the popularity of Internet and mobile devices, streaming media service and online video viewing have become an indispensable part of people's daily life. As an important part of streaming media service, video membership service directly affects users' satisfaction and loyalty. Users not only pay attention to the quality of video content, but also pay attention to the usability of the interface, the fluency of playing, the interactive experience and many other aspects. Therefore, it is of great significance to conduct in-depth research on the user experience of video members and understand the user's needs and pain points for enhancing the competitiveness of video platforms. In the current Internet environment, user experience has become an important criterion to measure the success of a product or service. For video membership services, optimizing user experience can not only improve users' satisfaction and loyalty, but also bring more word-of-mouth communication and new users to the platform.

2. Research value and significance

2.1 Theoretical significance and value

Theoretically speaking, this study will help to enrich and deepen the special research on the user experience of video members. And this study will make up the blank in the field of "the optimization research of membership marketing problems" and provide useful supplements and perfection for this field. In terms of theoretical value, this study will provide a systematic theoretical framework and methodological guidance for the optimization of user experience of video members by combining technology acceptance theory model, planned behavior theory and adoption model based on perceived value (VAM).

2.2 Practical significance and value

This research has important guiding significance for video platform. By optimizing the user experience of video members, the video platform can attract and retain more users and improve user satisfaction and loyalty. At the same time, this study will help the video platform to deeply understand the user's needs and market trends, and provide directions and ideas for the innovation and development of the platform.

3. Theoretical basis

3.1 Technology Acceptance Model Theory

Technology Acceptance Model (TAM) is a theoretical model of individual acceptance system first put forward by American scholar Davis. This model is derived from rational behavior theory as the basic theory and is a common theory to predict and explain users' adoption and use of information technology.

3.2 Theory of planned behavior model

Planned behavior theory (TPB) is based on rational behavior theory. Leck Ajzen combined with the previous rational behavior theory, conducted a more in-depth study, introduced the dimension of "perceived behavior control", and formed three dimensions of TPB.

3.3 Adoption Model Based on Perceived Value (VAM)

When Kim(2005) studied the adoption of mobile Internet, he thought that users of mobile Internet were not only technology users, but also consumers. From the perspective of maximizing perceived value, they explored the influencing factors of individual users' willingness to adopt mobile Internet, and put forward an adoption model (VAM) based on perceived value.

4. Research and conceptual framework of research

4.1 User behavior intention

The research on users' behavior intention began in the late 1990s, and its purpose is to understand how users' attitude towards something affects their behavior. The research in this field covers users' attitudes and behaviors towards products, services, markets and brands. In the study of user behavior intention, Blackwell and Miniard's research in 2001 was a milestone. They refined the dimensions of behavior intention, including six dimensions: purchase intention, repurchase intention, expenditure intention, purchase intention, consumption intention and search intention, and further explored consumers' behavior intention.

4.2 Emotional attitude

Consumers will have various emotional reactions when they come into contact with products or services, such as pleasure, excitement, satisfaction or disappointment. Positive emotional experience will stimulate users' desire to buy and make them more willing to try or repeat purchases; Negative emotions may lead users to avoid or reduce their use.

4.3 Cognitive attitude

In the process of purchasing decision-making, users will collect and process information about products or services to form their cognition. These perceptions may involve the evaluation of product characteristics, quality, brand image and price. If users have a positive perception of products, for example, they think that a brand represents high quality and good cost performance, they are more likely to have a purchase intention.

5. Factors influencing the user experience of member services in Internet video streaming media

5.1 User Behavior Attitude

The influence of user's behavior attitude on user's behavior will is complex and multidimensional. Enterprises need to deeply understand users' needs and behavior characteristics, and improve users' willingness and loyalty by improving the quality of products or services, enhancing user experience and strengthening marketing promotion. At the same time, enterprises also need to pay attention to solving users' problems in order to reduce users' negative behavior will. Through these measures, enterprises can better meet the needs of users, enhance market competitiveness and achieve sustainable development.

5.2 Perceptual behavior control

In the study of user behavior, perceptual behavior control is a key factor, which directly affects the user's behavior will. Simply put, perceptual behavior control refers to the user's perception of the difficulty and controllability of completing a certain behavior. This perception covers many aspects, from ease of use and usefulness to risk and self-efficacy, which have a far-reaching impact on users' willingness to act.

5.3 Easy to use sexy knowledge

In modern society, users face a lot of information and services every day. If a product or service is considered complicated or difficult to use, users are likely to choose to give up or find other substitutes. On the contrary, if users feel that products or services are easy to use, their willingness to act will be enhanced and they will be more willing to try or reuse them.

6. Conclusion

With the continuous development of technology and the evolution of user needs, the future development direction of video member user experience will focus on the improvement of high definition and fluency, the intelligence of personalized recommendation system, the strengthening of community interaction and the optimization of multi-device adaptation. In addition, with the increasing demand of users for interaction and communication with other audiences, the platform will strengthen community functions and provide more interactive content and services.

In order to improve the user experience of video members, we put forward the following practical guidance suggestions: in product design, we should pay attention to the design of multi-version content to meet the needs of different devices and network environments. At the same time, optimize the user interface to make it more concise and intuitive, and lower the threshold for users to use.

In terms of function development, AI and big data technology are used to improve the accuracy and personalization of content recommendation to meet the personalized viewing needs of users. Add social function modules to provide a platform for users to communicate and interact, and enhance the community atmosphere. In terms of service improvement, continuously collect feedback from member users, respond in time and improve services. Establish a service channel and rights system exclusive to members to enhance users' sense of belonging and loyalty. By continuously optimizing the user experience, the video platform will be able to better meet the needs of users, enhance user satisfaction and loyalty, and thus stand out in the fierce market competition.

References

- [1] Liu Shuqing, Jia Pengru, Meng Zhaopeng. MOOC and other new progress in the study of user experience of learning platforms [J]. Modern Educational Technology, 2015,25(12):59-65.
- [2] Ding Yi, Guo Fu, Hu Mingcai, Sun Fengliang. Summary of research on user experience at home and abroad [J]. Industrial Engineering and Management, 2014,19(04):92-97+114.
- [3] Ajzen, Icek, Martin Fishbein. Questions raised by a reasoned action Comment on ogden [J]. Health Psychology, 2004, 23(4):431-4.
- [4] Davis F D. Perceived usefulness, perceived ease of use, and user acceptance of information technology [J]. MIS Quarterly, 1989, 13(3): 319-340.
- [5] Chen Mingyue. China video website competition status and competitive strategy analysis [J]. News Research Guide, 2015(03)