

Study on Influencing Factors of Users' Willingness to Purchase Paid Course Services on Online Education Platform in China

—Take college students in Guizhou as an example

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Abstract: Since entering the information society, people's lifestyle has gradually changed. In the education industry, great changes have taken place in the teaching mode, from the traditional classroom mode to the online classroom mode, which has changed the disadvantages that the previous teaching will be affected by time, region and educational resources, resulting in different teaching effects. The online education entrepreneurial projects and swarming entrepreneurial companies everywhere have made the competition in the online education market more and more fierce. The accumulation and competition of original users, and the exploration and improvement of business models are problems that cannot be ignored in the development of many online education service providers.

Keywords: Online Education; Willingness to Buy; Paid Course Service

1. Introduction

Since 2018, the growth rate of paid course products began to slow down. After users experienced impulsive consumption and novelty-seeking consumption, their consumption attitude gradually returned to rationality. In addition, the competition of knowledge-based payment platforms intensified, the user experience was poor, the course products were seriously homogenized, and standardized courses were copied without innovation, which led to low users' willingness to pay, weak user growth and poor sustainability of platform development, which restricted the development of course products and platforms.

2. Research value and significance

2.1 Theoretical significance and value

Many situational variables have been added in combination with the online education situation, which has certain theoretical significance for enriching and perfecting the research model of online education user behavior and can provide theoretical reference for subsequent scholars' research.

2.2 Practical significance and value

It is of great practical significance to help the online education platform deeply understand the motivation of users' behavior, explore the key factors affecting users' behavior, and then formulate corresponding practical countermeasures.

3. Theoretical basis

3.1 Perceived value theory

Drucker (1954) put forward the concept of "customer perceived value", but did not explain it in detail. He pointed out that customers are the cornerstone of enterprises, and their purchase behavior will not only be affected by the products themselves, but more importantly, the value that customers feel. ^[1] In 1988, Zaithaml put forward the idea of "the overall evaluation of the effectiveness of products or services after weighing the benefits that customers can perceive and the costs they pay in obtaining products or services", which is the famous customer perceived value theory. ^[2] He believes that the higher the customer's perceived profit, the higher the psychological feeling of value, the great-

er the customer's perceived value, and the stronger its purchase intention.

3.2 theory of reasoned action,tra

In 1975, Fishbein and Ajzen put forward the rational behavior theory. This theory assumes that the individual is always rational according to the consumer's decision-making processing mode, and thinks that consumers will consider the significance and consequences of their own behavior by synthesizing all kinds of information before making a certain behavior. ^[3] Attitude consciously affects individual behavior. From the perspective of users' activities, it can be divided into two categories: perceptual users and rational users. Emotional users focus on the entertainment and interaction of videos, while rational users focus on the information and efficacy of videos.

3.3 SOR theory

Belk(1975) introduced the SOR model in marketing for the first time. It believes that in the face of the stimulation of the external market environment, there will be emotional and psychological changes, and then action will be taken. ^[4]

4. Research and conceptual framework of research

4.1 Purchase intention

Xu Shijun (1987), a scholar in Taiwan Province, believes that purchasing intention is the possibility that consumers may purchase or trade on the basis of their knowledge of a product or service, and it is a subjective attitude of consumers towards products and a perceptual behavior.

4.2 User satisfaction

It is the abbreviation of customer satisfaction survey system in service industry, a relative concept, and the matching degree between customer expectation and customer experience. In other words, it is the index obtained by comparing the perceived effect of a product with its expected value.

4.3 Perceived value

The perceived value of brand personality has an important theoretical basis for the formation of purchase intention. Perceived value of brand personality refers to consumers' cognition and perception of brand uniqueness, cultural symbols and values conveyed by brands.

5. Factors influencing the willingness to purchase paid courses.

5.1 User satisfaction

First of all, we should avoid stepping into the misunderstanding of "satisfaction is king". In many previous studies and real life, user satisfaction has been magnified as the decisive factor of users' repeated purchase intention and behavior, and excessive attention to satisfaction may not necessarily lead to a corresponding increase in users' repurchase intention.

5.2 Platform dimension

To improve the responsiveness and security of the online learning platform, we can proceed from the following three aspects: first, we should update and maintain the defects of the existing functions of the platform to ensure the stability of the platform during learners' learning; The second is to design and provide functions that are more suitable for learners' learning style. Third, the online learning platform should protect the privacy of users.

5.3 Perceived value

Perceived value has a positive influence on purchase intention. Providing different learning plans or curriculum arrangements for learners with different knowledge levels is of great significance for improving users' perceived value, promoting users' purchase intention and improving their intention of continuous use.

6. Conclusion

Online knowledge paid products need to reflect its core value, increase its additional value, fully meet users' needs, and improve users' perceived value and delivered value. To enhance users' perceived value, we can start from three aspects: perceived income, perceived contribution and perceived fairness. For example, users can intuitively feel the preferential price through bundling, promotion and other ways, or use the way of knowledge points to repeatedly deepen users' perception of income; In enhancing brand preference, it is particularly important to build brand core value concept, and dig deep into users' value identity and emotional identity, so as to cultivate users' brand identity and achieve brand preference. Different types of online knowledge-paid products are influenced by their own forms, contents, audiences and other factors, and their internal mechanisms for enhancing purchase intention are not completely consistent, so strategies must be customized differently to enhance users' purchase intention. With the increase of the number of graduates, China's employment market is severe at present, and many college students choose to prepare for civil servants or prepare for professional-related qualification certificates in their sophomore and junior years. Online learning platform can provide these students with relevant learning courses, and put more relevant high-quality paid courses (such as textual research training, Internet artificial intelligence and postgraduate entrance examination) according to the preferences of this group of people, so as to attract this group of people to pay.

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