

The Influence of Multi-Channel Network Support on the Performance of Innovation Intention of Sichuan Bloggers

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Abstract: The emergence of multiple channels reshapes consumers' purchase behavior and retailers' marketing styles. The emergence of online channels and new additional digital channels such as mobile and social media has changed retail business models, retail mix execution, and shopper behavior. This analytical framework can be the basis for systematic comparisons and longitudinal studies to understand similarities and differences in blogging practices further. The three objectives are to investigate the organizational support perception in a blogger group, explore the influencing mechanism among the influencing factors, and evaluate the improvement of a multi-channel network with adequate support with respective economic benefits.

Keywords: Multi-Channel Network; Performance of Innovation Intention; Bloggers

1. Introduction

A plethora of new channels has changed the infrastructure of today's retail environment. In particular, Internet-based media and advanced technologies have created new innovative opportunities for retailers' marketing activities, increasing the flexibility of their marketing decisions. Channels such as email, website, mobile devices, and social media allow retailers to reach consumers in various formats, regardless of time and place. Blogs are more flexible and interactive than previous publications in print and digital formats. They contain many hyperlinks, often accompanied by comments about the link's destination. Blogs are designed to be part of the web and are connected by links, often related to content.

2. Theoretical Basis

2.1 Theoretical Significance and Value

With the level of technology and changes in the general environment, the short video platform has changed from a simple user-published video (UGC) to the emergence of a video production team (PGC). The influx of capital, coupled with the blessing of the platform, has increased the number of short video creators. The profit model has attracted a lot of attention, and the domestic MCN model has gradually formed and is on the right track. The number of researches on short video content creation, user psychology, and other aspects is increasing, and the research value is also rapidly growing. It is still unknown whether the research on employees' organizational support will have different conclusions in a specific environment (Wang: et al. 2015)^[1].

2.2 Practical meaning and value

Various short video platforms in China are developing rapidly, and the number of multi-channel networks has also increased significantly. There are more and more bloggers and users of short video platforms and a large influx of capital. Currently, most domestic research on MCN is from the perspective of users, operations, and video content creation. For example, it studies different aspects such as users' consumption habits and satisfaction. There is little concern for employees on multi-channel networks, and for bloggers, a sense of innovation is one of the most critical qualities in creating high-quality video. Therefore, based on the multi-channel network, this paper grasps the organizational support sense perceived by employees in the multi-channel network and studies the influence mechanism of the multi-channel network organizational support sense on the

blogger's innovation consciousness. This research can enhance the understanding of organizational support of bloggers in the multi-channel network thereby effectively improving the economic benefits of the multi-channel network and providing help for the development of the domestic MCN model (Saboo: et al. 2016)^[2].

3. Understanding the Influence of Multi-Channel Network Support on the Performance of Innovation Intention of Sichuan Bloggers

Consumer purchase intention is the driving force that influences a person to consume a given commodity at a specific time. Consumer purchasing intention can be defined as the ability and willingness of consumers to purchase a given type of goods at a particular time and place.

3.1 Research on multi-channel network

Currently, the multi-channel network mode at home and abroad has widely included graphics, live broadcast, audio, and many other aspects. The anchors under the method are also more diverse, with interactive and social attributes simultaneously. The multi-channel network model has long been ahead of overseas. From the perspective of short video commercial value, domestic research combines multi-channel network research with commercial value, seizes the short video creation industry chain, and clarifies the operation rules of the short video industry. From the perspective of the capital side, make critical suggestions on the business development of MCN. It has a reference relationship for this paper to explore the multi-channel network organizational support sense and blogger relationship (Polo; & Sese. 2016)^[3].

3.2 Research on organizational support

In the organizational sense, rules are generalizable procedures and routines that act as action patterns to guide situational performance by providing shared expectations based on prior actions and generalized knowledge. Regarding computer-mediated communication, organizations distinguish two rules that can be used to analyze blogging practices: sufficiency and procedural rules.

3.3 Research on innovation intention

The term "innovation" defines innovation from the perspective of economic output: the recombination of production factors will generate a new production function, and innovation is the current process of producing the production function. In sorting out the concepts related to innovative behavior, the term creativity appears widely in scholars' research. Compared with creativity, creative behaviors can better reflect the creation of innovative objects. Innovative behaviors originate from individuals' concepts and attitudes when facing problems. The stages through which ideas are put into practice and ultimately commoditized products and services (Amabile. 1997)^[4].

4. The Conceptual Framework for the Research Study

4.1 Channels and performance

Research on channels and performance should turn more towards omnichannel issues. The impact of multi-channel strategies and channel additions on performance is now well studied, although more research is needed on channel elimination (Gu: et al. 2014)^[5].

4.2 Shopper behavior across channels

A meta-analysis of past studies will help generalize the importance of the drivers of channel selection. New research should adopt an omnichannel focus and specifically target choice behavior that simulates multiple channels and touchpoints simultaneously.

4.3 Retail mix across channels

The cross-channel retail mix remains an important area of research. Overall, our thesis is that the field remains a fruitful one for more experimental behavior-oriented researchers as well as modeling-oriented researchers.

4.4 Impact of channels on a performance

The impact of offline stores on retailers' performance with existing online and catalog channels. Using time-series data and VAR models, they decomposed revenue impact into customer acquisition, order frequency, returns, and exchanges.

5. The Influence of Multi-Channel Network Support on the Performance of Innovation Intention of Sichuan Bloggers

5.1 Perceived organizational support

Perceived organizational support is the degree to which employees believe their organization values their contributions, cares about their well-being and meets socio-emotional needs. It is often considered an organization's contribution to a positive, reciprocal dynamic of employees.

5.2 Perceived supervisor support

Employees perceived the executives considered the most favored by the organization as the most representative of the essential characteristics. Therefore, support from supervisors who appear to be selected by the organization should have the most significant impact on perceived organizational support.

5.3 Perceived peer support

Social feedback from peers, parents, and teachers can be particularly influential during adolescence when the urge to configure one's identity implies the challenge of integrating disparate information about the self into a global self-concept. Furthermore, while family ties continue to have a powerful influence, peer groups are the primary social environment of adolescence, as friendships contribute to emotional and social development during this critical stage.

6. Conclusion

Standardized surveys (ideally with a panel design) will deepen our understanding of bloggers' sociodemographics, motivations, and procedural rules. They should be complemented by ethnographic methods and discourse analysis to show how shared conventions and expectations emerge, are contested, and are replicated within specific communities. Qualitative content analysis of blog posts and comments also elucidates the details of identity and relationship management and the discourse formation of procedural rules. Such research must consider the different positions of participants in the blog-based network structure, which gives them varying degrees of visibility and situations that influence their voice.

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