

Research on the Impact Mechanism of Online Shopping Satisfaction on Life Happiness under the Vision of Community Economy- -Based on the Demonstration in Chengdu City

Yueao Xu

North Bangkok University, Bangkok 10220, Thailand.

Abstract: China has entered an aging society, and population aging is not only a social problem that the party and the government attach great importance to, but also a research topic of great concern in the academic circles. With the development of the Internet in China, the popularity of smart phones and the change of consumption concept, the elderly groups have gradually developed into a new force of online shopping. Nowadays, e-commerce is also trying to break down the barriers of the complex operation of the elderly in the intelligent era by launching the family number and caring version, so as to achieve the purpose of building a "digital society for the elderly". Therefore, how to improve the online shopping satisfaction of the elderly groups and improve the economic benefits of enterprises is a problem of research value.

Keywords: Happiness; Satisfaction; the Elderly Groups; Online Shopping

1. Background and Problem Statement:

As early as the 1990s, the United Nations Development Programme issued the Human Development Index (HDI), and established March 20 as the International Happiness Day in 2012. According to data released by the National Bureau of Statistics, by the end of 2018, China's population over 60 is 249.49 million, accounting for 17.9% of the total population, our country has entered an aging society, with the development of the Internet, intelligent hand and the change of consumption concept, more and more old people to participate in the network world, the elderly group gradually developed into a new force of online shopping. The online shopping satisfaction of the elderly groups has become an important significance of the current research.

2. Research objectives

Explore the influence mechanism between the following groups of factor.

According to the statistical analysis results, compare the importance of various factors, explain the influence of elderly online shopping satisfaction on life happiness mechanism, for the future development of online shopping platform feasible Suggestions, develop targeted marketing strategy, for online shopping platform to maintain sustainable development, the electricity platform producers how to attract consumers and retain customers, enhance the competitiveness of the industry.

3. Range of study

3.1 Theoretical significance and value

In a theoretical research for the elderly group, enrich the research content on the impact mechanism of happiness, and provide an important value reference for the subsequent relevant academic research and specific practical work.

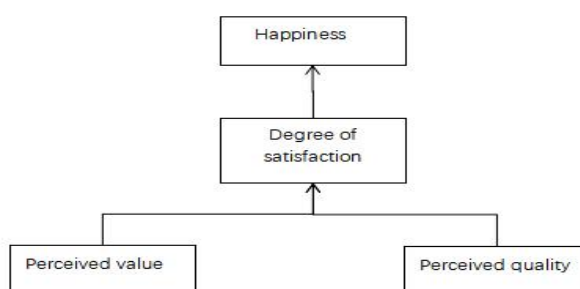
3.2 Practical meaning and value

In terms of practical significance, although online shopping for elderly groups has only been developed in recent years with more and more elderly groups using smartphones, it has developed very rapidly. Online shopping is one of the most popular phenomena and the fastest growing demand for the elderly groups. It has relatively strong representativeness and research value. The research on the satisfaction and happiness of online shopping of the elderly groups will be of great significance to how the e-commerce platform producers attract consumers and retain customers and enhance their competitiveness in the industry. In fact, most of the current academic research focuses on putting the target population on the young people, and there is a lack of research on the impact of online shopping satisfaction of the elderly people on the happiness of life. This paper focuses on the mechanism of the satisfaction after online shopping in community economy on their happiness in daily life. In the selection of research models, most of the literature focuses on well-being based on the models of perceived value and the impact of perceived quality on satisfaction. This paper takes the elderly groups in Chengdu city, Sichuan Province as the research object, integrates the perceived value theory and the perceived quality theory, and tries to explore the influencing factors of their online shopping satisfaction on life happiness from multiple dimensions. Expand the research field of online shopping

3.3 Regional demographic characteristics of the study

Based on the area limited by the research topic selection, the researchers have strictly limited the scope of the study. Distribution over the sample region. Researchers have limited the scope of sample collection to Chengdu city, Sichuan province, China, according to the scope of their own research capabilities and social resources.

4. The conceptual framework of the study



5. Theoretical basis

5.1 Happiness theory

The study of happiness has mainly formed two major schools: "happiness theory" influenced by Bentham and "realization theory" influenced by Aristotle. The former focuses on the subjective well-being of happiness, while the latter focuses on the psychological well-being of human potential. In recent years, some scholars have proposed that happiness includes three dimensions: life evaluation, enjoyment of happiness, and self-realized happiness (Stephoe et al, 2015). There is no academic consensus on the definition of happiness. After there are a lot of scholars on the basis of the theory of user satisfaction and happiness, scholars in ocean (2019) on the basis of maslow demand level theory, combined with technology acceptance model, extended happiness model (urban community public service satisfaction on residents happiness theory model), the model as shown in figure 1:

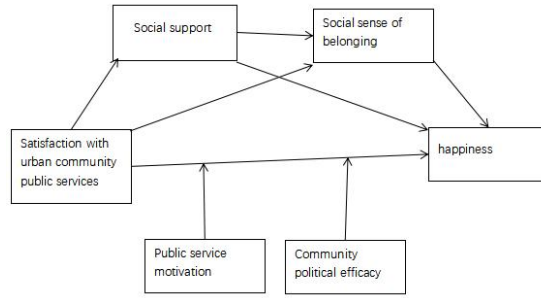


Figure 1 A theoretical model of the influence of urban community public service satisfaction on residents' well-being

5.2 Satisfaction theory

China's research on customer satisfaction started in the late 1990s, China customer satisfaction index model (CCSI) is based on the consumption characteristics of Chinese customers and basic national conditions, part of the United States customer satisfaction index model (ACSI), finally formed the image, including expected quality, perceived quality, perceived value, customer satisfaction and customer complaints, customer loyalty, seven structural variables, but increased the image of the quality of perception relationship, as shown in Figure 2.

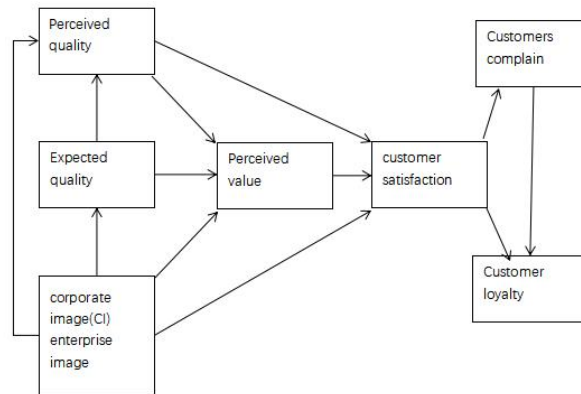


Figure 2. Chinese Customer satisfaction model

Scholars chun-ming liu (2019) on the basis of the Chinese customer satisfaction index model, combined with the research content of the paper, to influence factors: platform merchants reputation, perceived quality, purchase expectations, electric business platform, online complaints, perceived value, online, online satisfaction, loyalty, build the electric business platform of green agricultural consumers after consumer satisfaction influencing factors theoretical model. Figure 3.

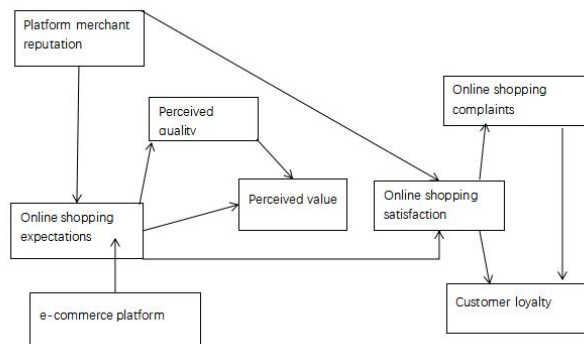


Figure 3 Theoretical model of influencing factors of consumer satisfaction of green agricultural products in e-commerce platforms

6. Correlational study

The earliest foreign modern happiness study was Wanner Wilson's "Related factors related to Happiness", which systematically for the first time elaborated the three basic factors of happiness, namely life satisfaction, positive emotion and negative emotion, thus opening the study of happiness in the modern sense, and happiness has gradually become a research hotspot. The domestic research of subjective well-being started late (1980 s), about 30 years later than that in western countries, and the concept of happiness research roughly adopts the concept model of subjective well-being. It is still in the descriptive stage and in the stage of exploring subjective and objective predictors. The domestic research on subjective happiness is mainly conducted by drawing on foreign theories and scales. In the previous stage, the research objects and measurement methods are single, and the research objects only analyze the elderly, students and teachers, while the empirical aspects are mostly psychological and health at the individual level.

Conclusion

A. Elderly groups with different income have significant differences in life happiness;b.There is no significant difference in life happiness among the elderly groups with different living conditions;c.The elderly groups with different education levels are significantly different in life happiness;d.There are significant differences in the online shopping satisfaction of the elderly groups on life happiness;e.Perceived value has a significant correlation to the online shopping satisfaction of the elderly groups;f.Perception quality is not significantly related to the online shopping satisfaction of the elderly groups.

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