

Research on the Influence Mechanism of the Purchase Intention of the Value-Added Services of the Online Recruitment Platform Based on the Customer-Perceived Value - Taking the High Net Worth People in Shanghai as an Example

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Abstract: With the rise of the "Internet + talent service" mode, the business practices and innovation in the field of online recruitment are surging. Major online recruitment platforms have successively carried out value-added services for C-end customers, and strive to create a set of job-seekers service business model that integrates joint suppliers, users and their own resources. When purchasing such value-added services, customers should consider the comprehensive comparison of economic value, functional value and psychological value of the product, and comprehensively consider the cooperative production between customers and consultants, tripartite service companies and recruitment website to jointly create value for customers. Product creation and service process have their own unique value creation attributes. Therefore, from the theoretical perspective of customer perceived value + value co-creation, and explore what factors influence customer perception and value co-creation in what way.

Keywords: Job Seeker Service; Value Creation; Customer Value Value-Added Service

1. Background and Problem Statement:

In the environment where online recruitment has become the most important way for job seekers in China, the business potential of the major recruitment websites at the B end (recruiters) has been explored, and it is difficult to find a new profit growth point. If the head recruitment website needs to gain some opportunities in such a competitive environment, we should change the business philosophy and thinking, and focus more on the millions or even millions of C-end users (applicants), to tap the demand from this user group and form a new business growth point.

In recent years, major recruitment websites, especially Liepin, began to engage in value-added services for C-end job hunting problems of no time and no accurate delivery, unprofessional resume writing, personal career bottleneck, resume optimization, job counseling and job interviews, in order to achieve a win-win-win situation.

For recruitment websites, opened up a new C-end channel, with a new profit growth point. For C-end consumers, the professional services for consumers themselves can help job seekers to find high-quality employment. For the B-end enterprises, the personal ability of the applicants after the professional service can better match the employment needs of the enterprises, forming a positive economic cycle of closure. Moreover, more individuals and institutions are also entering the business, which can be regarded as a new economic phenomenon.

2. Research objectives

This study intends to use the theoretical model of customer perceived value to conduct an in-depth analysis of the consumption

behavior of value-added services of online recruitment platforms, and analyze the economic impact of the purchase intention of value-added services of online recruitment platforms

Explore the influence relationship between different dimensions and their significance.

Develop more reasonable value-added service products to provide practical suggestions for the sustainable development of the online recruitment platform and the improvement of users' purchasing loyalty.

3. Study scope

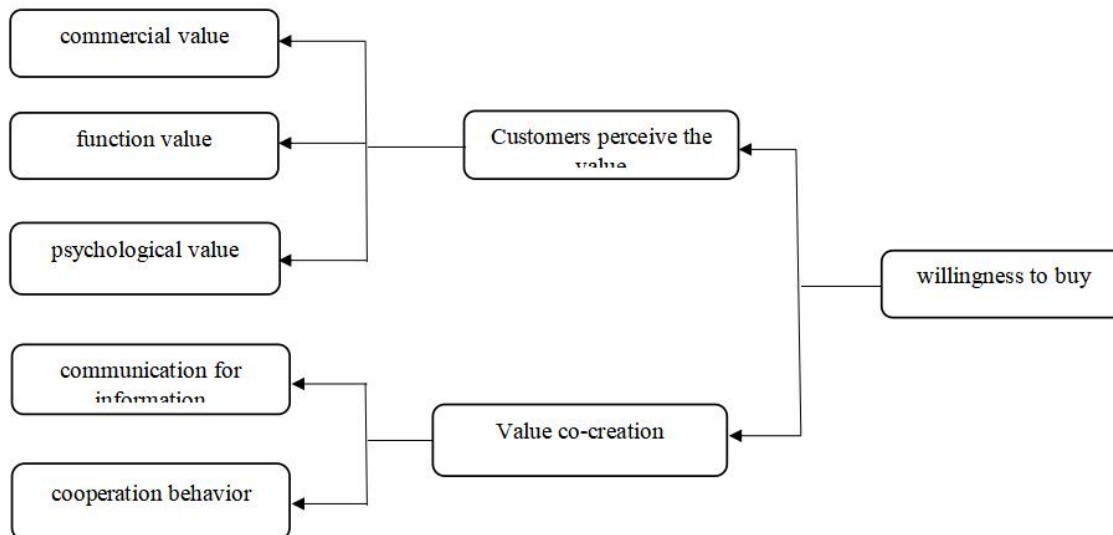
3.1 Significance and value

At present, there is still little known about the influencing factors of the purchase of personal business value-added services on online recruitment platforms, and there are few research results on consumer purchase behavior in the value-added service industry of personal business on online recruitment platforms, not only for consumers, but also for recruitment websites. Understanding how consumers make the purchase decision of value-added services of online recruitment platforms will enable researchers to further understand the key driving forces of the purchase decision of value-added services of online recruitment platforms, and guide the head recruitment websites to design reasonably in terms of marketing and sales promotion methods.

3.2 Regional demographic characteristics of the study

Based on the area limited by the research topic, the researchers strictly limited the scope of the study. Distribution over the sample region. Researchers have limited the scope of sample collection to Shanghai, China according to the perspective of social resources available to their own research ability and scope.

4. The conceptual framework of the study



5. Theoretical basis

The concept of willingness was first proposed by psychologists. Fishbein and Ajzen (1975) defined willingness as the subjective probability of a consumer engaging in a specific behavior. Purchase intention refers to the possibility of consumers trying to buy a certain product, which is the behavior tendency of whether consumers to buy a certain product. Consumer behavior is a long-term and continuous process. Before buying a certain commodity, consumers will extensively collect relevant information, and evaluate and consider whether to take the purchase behavior according to the collected information. This process includes not only the current reaction of the consumer paying money when he obtains a product or service, but also the behavioral reaction before and after the

purchase. The purchase intention belongs to the behavioral reaction before the purchase. Corsaro, D (2019) proposed that user value co-creation is a interrelated process of interrelated value communication, value possession, value measurement and value expression. Yang Jing (2016) divides consumers' purchase intention into three elements: norms of behavior, subjective norms and perceptual behavior control. The influence mechanism of the perceived value of Liu Yabing (2019) on the purchase decision, and the value of Xu Lian (2022) on the influence mechanism of the participation behavior and experience value.

6. Correlation studies

Dodds (1991) and others regard the purchase intention as the subjective choice of the consumer body and the possibility of purchasing the product. Kuli K (2008) and Dodds have similar views. The purchase intention is also regarded as the subjective choice and evaluation of the product, believing that the greater the cost and energy that consumers invest to obtain the product, the greater their desire to buy the product. Yang (2009) believes that the purchase intention is based on consumers' past consumption experience and their own purchase preferences, and based on the product and service information collected by the outside world. Yin Shi et al. (2017) put forward the concept of repurchase intention, that is, the probability of consumers continuously buying products on the basis of the last purchase intention and use feeling. Zhang Yiwei et al. (2021) regard the purchase intention as the purchase expectation of the product, and believe that this expectation should be formed based on the subjective trust of consumers and the body's perception of risk is small.

Conclusion

The effect of job seekers' participation in value co-creation shows that the essence of value co-creation is to integrate the resources through cooperation and interaction, so that the value can finally realize the value-added behavior. In the whole process, on the one hand, through the input of the time cost, knowledge cost and other costs, by optimizing the value-added service decision-making and consumption behavior, and the satisfaction and the control of the job seekers, the perception of the job seekers through self-perception, self-perception on the psychological bond or emotional value, and finally, the job seekers to stimulate the sense of value and purchase desire. The interactive behavior of consumers participating in value co-creation includes the interaction with information communication as the core content, the interaction with emotional communication as the core content and the interaction with relationship construction as the core content. The three forms of interaction not only enable job seekers to get more display and improve their own status and image in the social network, but also increase the sense of recognition and sense of achievement. It can be seen that by increasing the overall value of the experience value in function, emotion and society, so as to better promote the occurrence of purchasing behavior.

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