

Study on the Influencing Factors of Purchasing Intention of Consumer Smart TV Members —— Taking Consumer Groups in Guizhou as an Example

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Abstract: In China, the operation of smart TV has fallen into a certain growth bottleneck, but the value-added service of smart TV occupies the increasing percentage of communication operators with an explosive growth rate, and the value-added service of smart TV has gradually become a new breakthrough point of smart TV and communication operators. Large communication operators around the world are actively facing this trend through transformation, and smart TV value-added services begin to show a good situation of steady and rapid development. Intelligent digital TV is still in the monopoly stage, and intelligent digital TV industry market opening is only a matter of time, in order to occupy position in the future possible competition, improve customer satisfaction and purchase intention, so as to improve the industry barriers, keep enterprise dominance in the future possible competition into smart TV system enterprise important task at present.

Keywords: Smart TV; Member Value-Added Service; Purchase Intention

1. Background

In the market, new TV is widely welcomed by users, and the resulting TV value-added service market is gradually formed like the 3C digital accessories market. With the change of policy and the development of science and technology, the emerging industry, its market prospects and development model is worth in-depth discussion and research. However, with the popularity of the Internet and the development of video technology, the smart TV business has been greatly impacted and has gradually gone downhill again. People's leisure and entertainment ways are also changing, and member value-added services have gradually become the mainstream way of the development of smart TV. Therefore, based on the perceived value theory, customer satisfaction theory, and rational behavior theory, this paper discusses the influencing factors of the purchase intention of consumer smart TV member value-added services in Guizhou region.

2. Research objectives

Analyze the economic impact of value-added services for consumer smart TV members in Guizhou region.

Explore the influence mechanism between several groups of factors.

According to the statistical analysis results, compare the importance of each factor, and formulate targeted optimization suggestions to improve the purchase intention of value-added service of smart TV members, so as to provide great reference suggestions for promoting the improvement of value-added service functions of smart TV members.

3. Study scope

3.1 Meaning and value

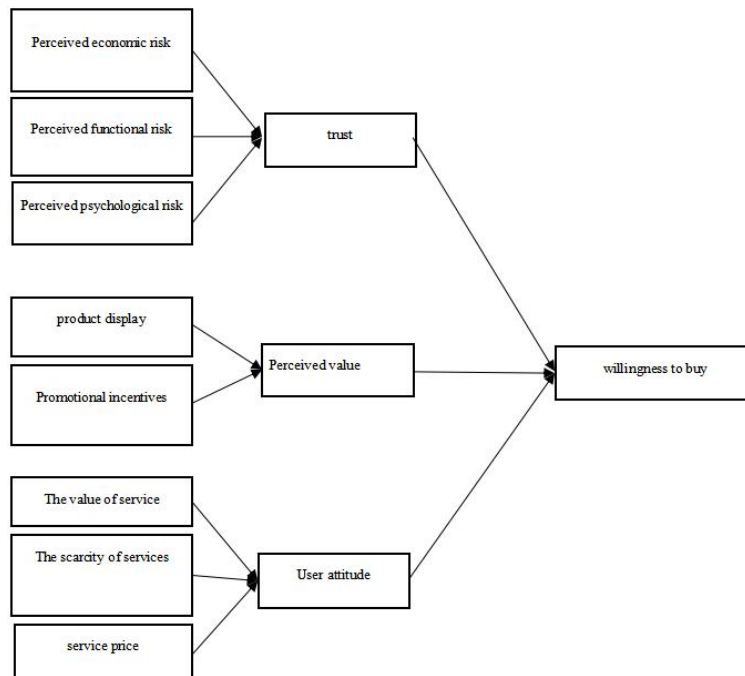
In terms of theory, this study on the basis of classic literature at home and abroad, combined with the perceived value theory, customer satisfaction theory, rational behavior theory, analysis of Guizhou consumers of smart TV member value-added services purchase intention mechanism, build a can fully reveal the influence of smart TV member value-added service purchase intention mechanism model, help to enrich perceptual value theory, customer satisfaction theory, rational behavior theory of related literature, enrich and enrich the existing perceived value theory, customer satisfaction theory, rational behavior theory.

In practical aspects, this study has been clear about the influence of consumer to smart TV member value-added service purchase intention mechanism, make smart TV manufacturers for consumers to smart TV member value-added services purchase intention influence mechanism to adopt the corresponding technology strategy, service strategy to improve consumers to smart TV member value-added service purchase intention. It will also help to improve the value-added service function of smart TV manufacturers, and help smart TV manufacturers in the field to obtain good brand support and reputation of value-added services have a certain practical value.

3.2 Regional demographic characteristics of the study

Based on the area limited by the research topic in this paper, the researchers strictly limited the scope of the study and distributed the sample area. According to the perspective of social resources with their own ability and scope, the researchers limited the scope of sample collection to eight cities in Guizhou, China, including Guiyang, Zunyi, Tongren, Kaili, Bijie, Liupanshui, Southwest Guizhou and South Guizhou.

4. Study conceptual framework



5. Theoretical basis

Wang Yi (2018) takes perceived risk as an important variable in the study of the purchase intention of online virtual currency, and studied how it affects consumers' online purchasing trust and how online purchasing trust affects the purchase intention of virtual

currency from six dimensions. Xiao Kai, Hong Leibing (2021) takes consumers 'perceived trust and perceived value as the intermediary variable, and examines the influence of opinion leader characteristics (professionalism and interactive activity) and merchant promotion stimulus (product display and promotion incentive) on consumers' purchase intention in the scene of social e-commerce. Zhu Chunbin (2020) On the influence of WeChat marketing on users' purchase intention from the perspective of the dual path, the influence of user attitude or consumer attitude on purchase intention in the field of marketing has been very mature. Zeng Jianqiao (2017) analyzed the influencing factors from the micro level, and studied the influence degree of each factor on the user opening intention from the aspects of service value, service scarcity, user attitude and service price.

6. Related research

Ndubisi (1997) and others believe that the purchase intention refers to the subjective probability or possibility of a customer buying a particular product. Some scholars also believe that the purchase intention is the customer's purchase plan for specific goods. Dodds, Monroe and Grewal (2016) show that the purchase intention is the attitude towards a product or service, reflecting the likelihood of purchasing a product or service, and the probability of purchasing a product or service. The price has a positive impact on the perception of quality, but the effect of price on the purchase intention is reverse. Zeitham (2013) believes that when consumers' intention to purchase a product or service is positive, it can indicate to some extent that consumers have a good impression of the product or service, and the possibility of purchase increases. On the other hand, if consumers have a negative intention to buy products and services, the possibility of purchase is reduced.

7. Conclusion

Research scholars at home and abroad in the research analysis of consumer purchase intention, mainly combined with the consumer market, perceived risk, value-added services, etc., combined with the theoretical analysis, questionnaire, in the analysis of consumer intelligent TV member value-added services purchase intention influencing factors, more is combined with the perception of risk, entertainment experience, etc. Therefore, from the background of the popularization of value-added service of smart TV members, this paper discusses the influence mechanism of consumers on the purchase intention of value-added service of smart TV members, so as to analyze the influence of relevant influencing factors on the purchase intention of value-added service of smart TV members, and then puts forward corresponding suggestions.

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