A Study on the Continued Use of Knowledge-Based APP Users in Guizhou Based on the Perspective of Perceived Value

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Abstract:

The wide variety of products offered by online sales platforms makes choosing the correct item a challenging task. The expertise and knowledge of customers in such product assortments can vary widely. Therefore, there is a need for intelligent recommender systems that provide personalized dialogues that support customers during the product selection process. The three research objectives are: to explore the factors in continuing for using knowledge-based apps; to identify the relationship between influencing factors and sustainable usage intention; to search for the countermeasures and suggestions for the continued development of applications user policies.

Keywords:

InContinued Use; Knowledge-Based App Users; Perceived Value

Introduction:

With the rapid development of the Internet, the problem of information redundancy has become increasingly prominent. The digital age of information overload has changed people's attitudes towards paying and consuming high-quality knowledge. The popularity of the idea of the sharing economy has brought the realization of knowledge monetization into the focus of social media. The knowledge payment APP can provide various forms of knowledge products to meet the needs of the knowledge payment crowd to learn high-quality content fragmented. However, users mainly use one-time consumption for knowledge-based payment products, and user stickiness is low. At the same time, there are many high-homogeneity knowledge products provided by other platforms, and users face many choices, which aggravates the original Very fierce market competition. Therefore, through this phenomenon, I want to study how to improve users' willingness to continue to use a particular knowledge payment APP.

2 Theoretical Basis

2.1 Theoretical Significance and Value

The rise of knowledge payment is not long, and there is little research on users' attitudes or behaviors, especially the willingness to continue to use. In particular, there is little research on the desire to continue using paid-for-knowledge apps. At the same time, due to the differences between Eastern and Western cultures, the research results of Western scholars are not necessarily applicable to the Chinese context. Therefore, this paper explores the main factors that affect the willingness of knowledge payment APP users to continue to use knowledge payment products in the Chinese context, which has specific theoretical significance. The number of users is a critical reference indicator to measure the long-term health of an APP. During the development process, if the quality of users is not up to standard and the user mobility is very large, it will be detrimental to the long-term development of the APP software system.

2.2 Practical meaning and value

Domestic knowledge payment is still in the development stage since its rise. Although knowledge payment has become an important development trend, we should also recognize the fierce market competition brought about by the high homogeneity of

knowledge payment APP products. Therefore, for any knowledge-based payment app, sticking to users is king. How to innovate the service content and service form of the knowledge-based APP platform, how to deeply explore the depth and breadth of users' needs, and how to create a personalized scene-based knowledge system for users to retain users have become the focus of enterprise competition in the field of paid knowledge APPs, which has important practical significance for the continuous operation and development of knowledge payment APP enterprises. This paper explores the influence mechanism of users' willingness to use knowledge-based APP through empirical research to provide guidance for the operation and innovation of knowledge-based APP companies and provide advice on how to improve the content, increase user-perceived value, and enhance user stickiness for knowledge-based APPs.

3 Understanding the Continued Use of Knowledge-Based APP Users in Guizhou Based on the Perspective of Perceived Value

3.1 Expectation confirmation model

Oliver (1980) [1] proposed expectation confirmation theory is mainly used to study whether consumers will continue to use the product or service after the initial purchase or use. Oliver believes that consumers will compare their psychological expectations before purchasing and using the utility of each specific product or service with the actual use effect, affecting consumers' continued use of the product or service in the following period.

3.2 Value theory model

3.2.1 Perceived value model

Zeithaml. (1988) [2] described the theoretical connotation, interrelation, and marketing enlightenment of the three variables of perceived quality, perceived price, and perceived value. He put forward the two dimensions of the product's intrinsic and external attributes and fully demonstrated and explained the components of perceived quality, perceived loss, perceived gain, and the enterprise's enlightenment.

3.2.2 Perceived value hierarchy model

Woodruff (1997)[3] builds value models from a dynamic perspective. He believes that there are two types of value in consumers' perception of value: eager value and received value. On this basis, he builds a research model of the internal mechanism of the dynamic reflection of consumer value composition and change process with different levels of correspondence.

3.2.3 Perceived value process model

Ravald; & Gronroos. (1996)[4] explored consumers' perceived value from a relationship marketing perspective. The model put forward the idea of relationship marketing into the theoretical system of perceived value to make the elements of consumers' perceived value more comprehensive. Since the relationship is developing and changing, it also shows the dynamic characteristics of value.

3.3 Information systems success model

DeLone; & McLean. (1992) [5] DeLone and McLean summarized several theoretical and empirical research papers on information systems. They first proposed an information system success model. The model includes six dimensions: system quality, information quality, utilization, user satisfaction, personal impact, and organizational impact. As the picture shows. System quality is generally measured by ease of use, reliability, flexibility, and integration, and information quality is evaluated by accuracy, relevance, timeliness, and integrity.

4 The Conceptual Framework for the Research Study

First The research on the continuous use of online learning users has verified that perceived usability, quality, and value beliefs have a significant positive impact on user satisfaction and the formation of constant use intention. In an empirical study of virtual community website users, it is found that interpersonal relationships are an important factor in determining whether users of a virtual community will continue to use the virtual community.

Second Li: et al. (2020) [6] studied the critical factors that affect consumers' enjoyment of digital reading services in mobile situations. The results show that consumers' perceived usefulness of content is the most crucial factor that affects whether consumers continue to use content compared to consumers' consideration of cost as a key factor.

5 tThe Continued Use of Knowledge-Based APP Users in Guizhou Based on the Perspective of Perceived Value

5.1 Perceived value

It refers to customer evaluation of a particular product or service through their experience, observation, and information to evaluate if the product or service meets their expectations.

5.2 Perceived ease of use

The degree to which individuals perceive how easy it is to use the technology and PU refers to how individuals believe how beneficial the technology is.

6 Conclusion

User perceived value and brand attitude have a significant positive impact on their purchase intention, functional value and emotional value have a significant positive impact on perceived value respectively, privacy risk and service risk have a significant positive impact on perceived risk respectively, consumer trust, Brand cognition has a significant positive impact on brand attitude, personnel service and product mix have a significant positive impact on functional value, promotion methods and price advantage have a significant positive impact on emotional value, and logistics has a significant positive impact. Factors have a significant positive impact on privacy risk. Comment quality and comment form have a significant positive impact on service risk. Conformity consumption and product knowledge have a significant positive impact on consumer trust. Product image and corporate elements of image have a significant positive impact on brand cognition.

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