

INFLUENCE THAT AFFECT USERS' WILLINGNESS TO SHOP ONLINE VIA THE XIAOHONGSHU PLATFORM IN DALIAN CITY, CHINA

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ABSTRACT

The objective of this research were 1) To study the affect of promotion and pricing on Xiaohongshu users' willingness to shop online in Dalian city, China, 2) To evaluate the affect of the online shopping experience on Xiaohongshu users' willingness to shop online in Dalian city, China, 3) To study of logistics efficiency in Xiaohongshu users' willingness to shop online in Dalian city, China, and 4) To study the affect of product quality on Xiaohongshu users' willingness to shop online in Dalian city, China, The research design used in this study was quantitative research. The population of this study was 6,690,432 people Xiaohongshu users' living in Dalian city, China. The sample size was 400 of Xiaohongshu users' living in Dalian city, China, determined by Taro Yamane/ formula. The research instrument was a 5 rating scale questionnaire. Statistics used for data analysis were percentage, frequency, mean, and standard deviation. The research results revealed that 1) the affect users of promotion and pricing as a whole was at the highest level and prefer to purchase discounted products was at the highest average, and cheaper price than other places respectively, 2) the affect users' of the online shopping experience as a whole was at the highest level and can satisfy my shopping desire was at the highest average, followed by prefer to gives customer a sense of superiority, and shopping on Xiaohongshu is a new experience in life respectively, 3) the affect users' of logistics efficiency the affect users' of fast shipping was at the highest average and 4) the affect users' of product quality was at the highest average. In order to assess the effects of Xiaohongshu image of the product quality are very important for a company, in the traditional marketing model.

Keywords: Online Shopping Willingness, Promotion and Pricing Influence, Logistics Efficiency

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INTRODUCTION

Zhang Hui (2015) the main economic entities of China's cross-border e-commerce are categorized according to the platform's size, and it is worth mentioning that self-built e-commerce platforms are included. In China, the three primary organizations involved in cross-border e-commerce are the export enterprises, the e-commerce platforms that offer transaction services for these export firms, and the enterprises that utilize third-party cross-border e-commerce platforms to expand their e-commerce exports. By conducting a SWOT analysis and comparing the developmental attributes of cross-border e-commerce in China and established foreign nations, it can be inferred that China's cross-border e-commerce is presented with significant growth prospects. However, its overall magnitude still represents a relatively small share.

Yuan Gui (2016) an empirical study was done on customer experience in cross-border e-commerce. The study evaluated and identified the elements that influence customer experience, such as the consumers' age, occupation, and cultural background. Additionally, the study proposed the concept of personalized cross-border e-commerce services. Countries want to use the benefits of cross-border e-commerce to compensate for the limitations of conventional trade models and revive the prosperous era of international trade by promoting the growth of this emergent trade model. China's cross-border e-commerce has experienced significant growth worldwide, thanks to the country's robust backing for this sector. This growth has occurred despite the slow progress of conventional overseas trade. The study on cross-border e-commerce in local and international academic circles has produced significant and valuable outcomes. Academics have defined online perceived risk, which can be condensed into two main features. Perception of risk online is considered a subjective sensation that arises while dealing with actual hazards. Uncertainty and repercussions are two significant aspects in shaping the meaning of perceived risk online. In their study, Salam (1998) et al. contend that individuals' "subjective expectations of online financial losses" are perceived risks in the online environment. Some studies consider cyber perceived risk to be the same as cyber privacy. Forsythe and Shi et al. (2003) contend that the perceived risk of the network is the anticipated loss that online customers subjectively identify throughout the online purchase procedure.

Research Objective, to study the affect of promotion and pricing on Xiaohongshu users' willingness to shop online in Dalian city, China, to evaluate the affect of the online shopping experience on Xiaohongshu users' willingness to shop online in Dalian city, China, to study of logistics efficiency in shaping Xiaohongshu users' willingness to shop online in Dalian city, China and, to study the affect of product quality on Xiaohongshu users' willingness to shop online in Dalian city, China.

LITERATURE REVIEWS

The concepts of value and willingness to pay (WTP) are essential for comprehending consumer behavior, market dynamics, and pricing strategies in economics and marketing. Willingness Pay (WTP) on the Xiaohongshu platform is the highest amount of money or value customers are prepared to pay for items or services available on the Xiaohongshu (Little Red Book) platform. Xiaohongshu is a prevalent social e-commerce platform in China that integrates user-generated content with purchasing capabilities, enabling users to explore, evaluate, and buy diverse items. Explanation: Willingness to pay is the highest amount of money or value a customer is prepared to give up or spend to obtain an item or service. It signifies the consumer's subjective assessment of the product or service's value, considering its perceived advantages, usefulness, and individual preferences. Hypothesis: Consumer Surplus: The notion of Willingness to Pay (WTP) is intimately connected to consumer surplus, which denotes the disparity between the amount customers are prepared to spend on a product and the actual price

they pay. Consumer surplus represents the extra happiness or usefulness customers obtain from a product that exceeds their cost.

Utility Theory: In economics, utility theory states that individuals make decisions by aiming to maximize their utility or satisfaction. WTP represents consumers' satisfaction level from using a specific product or service. Marginal Utility: The willingness to pay (WTP) can change due to the principle of decreasing marginal utility. This theory asserts that when consumers consume more of an item or service, the additional satisfaction or utility they gain from each additional unit declines. This can affect how customers perceive the product's value and willingness to pay (WTP). Factors affecting willingness to pay: Product Attributes: The specific qualities, characteristics, features, and distinctiveness of a product impact consumers' willingness to pay. Items that possess exceptional qualities or are viewed as valuable typically demand higher costs. Consumer preferences: The individual preferences, tastes, and perceived advantages of a product influence how much consumers are willing to pay. Willingness to pay (WTP) can be influenced by factors such as brand loyalty, reputation, and emotional attachment. Overall, WTP on the Xiaohongshu platform is influenced by various factors, including user-generated content, brand reputation, price sensitivity, market dynamics, payment convenience, and consumer preferences. Understanding these factors is essential for brands and merchants to effectively position their products, set competitive prices, and maximize sales on the platform.

The theory and concept of online shopping encompass various disciplines such as economics, marketing, consumer behavior, and digital commerce. The theory and concept of online shopping are multidisciplinary, drawing insights from various fields to provide a comprehensive understanding of the phenomenon. Here's how each discipline contributes to the theory and concept of online shopping:

Definition: The theory and concept for online shopping refer to the systematic exploration and understanding of the underlying principles, models, and frameworks that elucidate consumer behaviors, market dynamics, and business strategies in the realm of digital commerce. It encompasses theories from disciplines such as economics, marketing, consumer psychology, and technology adoption, providing insights into factors influencing consumers' online shopping behaviors, decision-making processes, and the design and management of digital platforms and experiences to optimize outcomes for businesses and consumers alike.

The Technology Acceptance Model (TAM) is a commonly utilized theoretical framework for comprehending the acceptance and adoption of technology by customers, specifically in relation to online purchasing platforms. It suggests that the way individuals view the utility and simplicity of use of technology is crucial in shaping their attitudes and intentions towards adopting it. TAM, or Technology Acceptance Model, is a framework that elucidates the various elements that influence customers' choice to engage in online buying. These factors include website usability, ease, and perceived advantages.

This behavior, then he needs to accumulate a certain level of resources and opportunities. Therefore, in order to expand the scope of application of the theory, Ajzen (1985) proposed the theory of planned behavior on the basis of the rational behavior theory, as shown in Figure 2. Planned behavior theory is better at predicting behavior, and this model includes voluntary behavior, and perceptual behavior control is added to rational behavior theory. Ajzen argues that the individual's voluntary control of behavior is a continuum with two ends, and that the individual's behavior moves between the two ends. Behavior that is completely under the control of the will is one extreme of the continuum, and behavior that is completely outside the control of the will is the other extreme of the continuum. He argues that it is necessary to increase the variable of perceptual behavior control in order to more accurately predict behaviors that are not completely under the control of the will. The model of consumers' online shopping intention is proposed on the basis of rational behavior theory and planned behavior

theory. Study Table Clearly, rational behavior theory is inferior to planning behavior theory in terms of better explaining consumers' online shopping intentions. Online shopping intention is significantly affected by behavioral attitude and perceptual behavior control, while subjective norms have a less significant impact on online shopping intention. The results show that consumers' online shopping intentions are significantly related to their past online shopping behaviors, and the impact of past online shopping behaviors is more profound than the impact of behavioral attitudes and perceptual behavior control on online shopping intentions.

Xiaohongshu, also known as RED or Little Red Book, is a social e-commerce platform based in China. It's particularly popular among young Chinese consumers, mainly millennials and Generation Z. The platform originally started as a community-driven platform for users to share their shopping experiences, product reviews, travel tips, and lifestyle recommendations. Users can post content in the form of photos, videos, and text, similar to Instagram or Pinterest.

Online shopping refers to the act of accessing the mobile Internet or the Internet on the mobile phone or computer to search for relevant product information on the platform, purchasing the product through electronic payment, and generating electronic orders. Then fill in the bank account number, and the manufacturer will ship the goods by mail order or through a courier company. In the field of cross-border e-commerce research, there has been a "blowout" trend in recent years, and relevant domestic scholars have been interested in influencing cross-border e-commerce and put forward their own views or suggestions on how to better develop cross-border e-commerce. For example, Liu Juan (2012) believes that there are many platforms that can carry out online electronic payment, such as Alibaba, eBay China and other international platforms for e-commerce transactions, and the completion of cross-border small foreign trade transactions is becoming easier and easier with the support of Internet technology, and the threshold for small cross-border foreign trade e-commerce has been lowered a lot.

This study takes Xiaohongshu users' online shopping intention as the dependent variable, and takes five factors as independent variables: promotion and price, online shopping experience psychology, supply chain logistics efficiency and product quality, and then constructs a research model to study the impact of these five factors on Xiaohongshu consumers' online shopping intention, as shown in Figure 1 below:

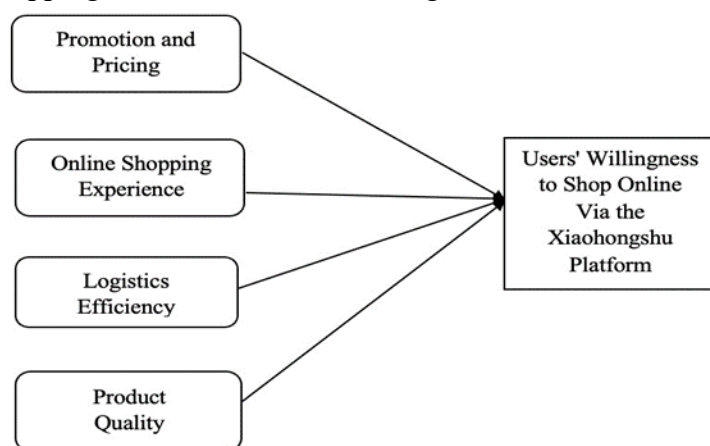


Figure 1 The impact of Xiaohongshu consumers' willingness to shop online

RESEARCH METHODOLOGY

The population consists of the researcher investigates the researcher investigates the population of 6,690,432 people living in Dalian city, China. The research sample is the Xiaohongshu application in Dalian city, China. The sample size was obtained using Taro Yamane's tables using purposive and simple random sampling methods. The sample size is 400, which enables

for a representative subset of Xiaohongshu users in Dalian city to be analyzed, considering the population size of about 6.6 million.

The research instruments the questionnaire was completed under the guidance and advice of relevant experts and pre-survey. The questionnaire is divided into three parts, the first part is the basic information of the user, and the second and third parts are the scale items. The measurement method is based on the Likert 5-point scale, with a total of 5 options for each question: "strongly disagree", "Disagree", "Generally", "Basically agree", "Strongly agree", and are indicated by 1, 2, 3, 4, 5 points, in order, with higher scores indicating a higher degree of agreement. Through the investigation and analysis of the influencing factors of Xiaohongshu consumers' online shopping intention, it is found that the average value of the influencing factors of Xiaohongshu consumers' online shopping willingness is 3.01, and according to the five-level scoring method of the scale, it can be seen that the influencing factors of Xiaohongshu consumers' online shopping willingness are at a general level.

The data collection process involves selecting first-time purchasers during the first half of 2018 (January-June) from the Xiaohongshu platform. A total of 220 active users who have posted notes in the Xiaohongshu community and have a unit price exceeding 200 yuan will be surveyed. To gain insights into the actual situation, psychological sentiments, and satisfaction of online shopping users, 220 survey questionnaires will be distributed. This will be done through online questionnaires, research, and offline mailing. Out of the 210 questionnaires that were retrieved, 205 of them were deemed legitimate, resulting in a recovery percentage of 93.18%.

The statistics used to analyze data are descriptive statistic, mean, standard deviation and anova.

RESEARCH RESULTS

In order to further understand the relationship between the influencing factors of Xiaohongshu users' online shopping intention and purchase intention, this paper uses the Pearson method to analyze the correlation of each variable to further understand the relationship between the five factors and users' purchase intention relevance. According to the principle of Pearson correlation analysis, when the Person value is above 0.5, it means that there is a significant correlation between the linear correlation between the independent variable and the dependent variable. As shown in the figure, the correlation coefficient and significance between the influencing factors of consumers' online shopping intention and online shopping intention are represented. Table 1:

Table 1 Analysis Results of collinearity test for various influencing factors of Xiaohongshu users' online shopping willingness

Hypothetical Results of Factors Influencing Online Shopping Intention of Consumers in Xiaohongshu		
Number	Number	Established or not
Assumption 1	Promotions will affect consumers' willingness to shop online for Xiaohongshu	Establish
Assumption 2	The psychological impact of online shopping experience on Xiaohongshu consumers' willingness to shop online	Establish
Assumption 3	The efficiency of logistics will affect the online shopping willingness of Xiaohongshu consumers	Establish
Assumption 4	Product quality will affect consumers' online shopping willingness in Xiaohongshu	Establish

This Through correlation analysis, it is found that there is a significant correlation between the 4 factors of product quality, promotion and price, supply chain logistics efficiency and online shopping experience perception psychology of Xiaohongshu consumers.

DISCUSSION & CONCLUSION

The determinants of Xiaohongshu users' propensity to purchase online. Cross-border online shopping has emerged as a popular trend, and the growth of cross-border e-commerce has reached a mature stage, offering improved options for the general public and consumers to access and purchase goods. Cross-border e-commerce offers promising and extensive business opportunities. The Xiaohongshu e-commerce platform is currently experiencing rapid growth. Its procurement model involves self-operated goods and a supply chain, while its communication method involves sharing shopping records. Additionally, the platform utilizes a marketing model that predicts procurement. These features greatly benefit users of the Xiaohongshu platform for cross-border online shopping by providing them with significant convenience. Hence, researching the factors that influence the online shopping willingness of Xiaohongshu users will enhance their service quality and brand competitiveness, achieve more significant economic gains, and offer valuable practical insights and theoretical contributions to the operation and growth of cross-border e-commerce. This research examines and illustrates the determinants that impact Xiaohongshu users' inclination to engage in online shopping. The questionnaire was designed based on theoretical support. The recovered data from the questionnaire were analyzed and empirically verified. As a result, the influencing factors of Xiaohongshu users' online shopping willingness were identified. These factors primarily include product quality, online shopping experience psychology, promotion and price, and supply chain logistics efficiency.

The research conducted in this report offers valuable recommendations and references for Xiaohongshu to enhance consumers' intent for online buying. This article presents strategies and recommendations to assist Xiaohongshu in analyzing its internal operational efficiency based on the identified influencing variables. The aim is continually upgrading its service quality, achieving better economic returns, and strengthening its brand competitiveness.

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Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

Conflicts of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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