

Investigation and Analysis of Online Knowledge Paid Consumption Behavior and Consumption Willingness

Yu Shu*

Zijin College, Nanjing University of Science & Technology Nanjing, Jiangsu 210023, China

*915088978@qq.com

Abstract

With the continuous development of Internet technology, the popularization of mobile networks, the continuous expansion of mobile paying users and the demand for knowledge, online knowledge payment products have emerged. Online knowledge payment products are products that make knowledge a commodity and perform knowledge-based labor compensation. It is a product of "Internet +". At present, various forms and types of payment for knowledge products appear on the market, and the market is developing rapidly. However, since 2018, the development of online knowledge payment has been frustrated, the utilization rate of product applications and the continuous utilization rate of products have declined, and the entire platform has entered a trough. This article mainly discusses which factors will affect consumers' wishes and behaviors, and puts forward constructive suggestions on the current problems in the development of online knowledge payment products based on the influencing factors.

Keywords

Internet Economy; Payment for Knowledge; Willingness and Behavior Research.

1. Development Status of Online Knowledge Payment Platform

2016 was called the "first year of online knowledge payment". APP platforms such as Get, Zhihu, Guok, and Himalaya FM have successively launched the paid knowledge section, and online knowledge payment users have grown rapidly. The end of 2017 has also been the adjustment period of the knowledge payment industry. The establishment and development of four major platforms, the influx of major media, the rapid expansion of producers and consumers of knowledge-paid products at an unprecedented speed, intelligent software operations, the introduction of various social channels, and online and offline consumption forms. The combination of both indicates that the industry is developing towards a more mature and diversified state. The content of online knowledge paid products currently covers many fields such as elementary and middle school education, finance, psychology, emotion, traditional culture, workplace skills, and business management. According to the iResearch report, the number of users paying for content in China is growing rapidly. According to the "2020 User Behavior Survey Research Report on the Operation and Development of China's Paid Knowledge Industry" released by iiMedia Consulting in 2020, the number of users paying for content in China is growing rapidly. The number of paying content users is expected to reach 480 million in 2021.

2. Analysis of Online Knowledge Payment Consumption Behavior

(1) Consumer frequency and time

According to the survey, the number of users who use once a week is up to 62, accounting for 35.26% of the total, followed by the number of biweekly users with 44, accounting for 24.98% of the total. The number of users who can use it once a day is relatively small. It is 20, accounting for 11.35% of the total. In addition, the maximum number of users who favor a duration of less than 30 minutes is 63, accounting for 36% of the total, followed by the number of users with a duration of 30-60 minutes, 51, accounting for 29% of the total. It can be seen that the time consumers spend on online knowledge payment products is similar to the frequency of use. This survey is credible. In addition, consumers use online knowledge payment products less frequently and in terms of time. . This reflects the problem of low attractiveness in the development of online knowledge paid products and inability to better capture users.

(2) What consumers care about

1. Interesting and practical

The topic is set to understand the impact of the interest and practical applicability of the content of online knowledge paid products on consumer behavior. According to the survey, the number of people with general interest is 101, accounting for 57.39% of the total, and the number of people who agree is 33, accounting for 18.75%, and the number of disapproval is 8, accounting for 4.55% of the total proportion. The actual application impact is generally 102, accounting for 57.95% of the total, 32 agreeing, accounting for 18.18%, and disapproving 10, accounting for 5.68% of the total. From this analysis, it can be seen that the interest and practical applicability of online knowledge payment products are still more important to users. The more interesting and useful the content will positively affect consumer behavior, so online knowledge payment platforms are screening The content needs to consider the influence of these two factors.

2. Fragmentation time utilization

According to the survey, users' demand for fragmented time utilization affects their consumption behavior, and the higher the user's demand for fragmented time utilization, the higher the frequency of using online knowledge-paid products, the purpose is to reduce the fast-paced era The knowledge it brings raises anxiety.

3. The need for self-networking

The survey shows that the number of people who generally agree that the interactive link in the online knowledge payment platform affects user behavior is 51.14%, 33 people who agree, which accounts for 18.75%, and the number of people who strongly agree is 22, which accounts for 12.5% of the total. The number of people who disagree is 20, accounting for 11.36%, and the number of people who disagree very much is 11, accounting for 6.25%. From this analysis, it can be seen that most people use online to be able to exchange ideas with others in the interactive link of the knowledge payment platform to meet social needs. Therefore, the interactive link of the online knowledge payment platform has an impact on consumer behavior. And the more perfect the interactive link, the more exciting, the consumer's sense of belonging will increase, thereby promoting the generation of consumer behavior.

4. The need for self-improvement

According to the survey, the number of users who generally agree with the use of online knowledge products for self-improvement needs is 92, accounting for 52.27% of the total, the number of agreeing is 47, accounting for 26.7% of the total, and the number of highly agreeing is 23, accounting for 13.07% of the total. The number of people who disagree is 7, accounting for 3.98% of the total, and the number of people who disagree very much is 7, accounting for 3.98% of the total. From this analysis, it can be seen that the need for self-improvement has a huge

impact on user behavior, and most people hope to improve their self-ability through effective use of fragmented time, so as to better adapt to the era of data-based talents and avoid being brushed down.

(3) Key factors of consumer choice

1. Professionalism

According to the survey, the number of people who generally agree with the choice of online knowledge paid products is 64, which accounts for 36.63% of the total, the number of people who agree is 52, which accounts for 28.95% of the total, and the number of people who strongly agree is 34, which accounts for the total. 19.46%, the number of people who disagree is 15, accounting for 8.55% of the total, and the number of people who disagree very much is 11, accounting for 6.41% of the total. From this analysis, it can be seen that the professionalism of online knowledge payment platforms has a great impact on consumer behavior. It can also indicate that the number of people who need professional knowledge is still quite large, so the platform should optimize the academic and professional nature of the product content.

2. Content quality

According to the survey, 96.01% are willing to pay for high-quality product content, and only 3.99% are unwilling, which can be ignored. From this analysis, it can be seen that most consumer groups are willing to pay for high-quality content, so online knowledge payment platforms should ensure screening And provide high-quality content to consumers, so as to cultivate their own loyal customer base.

3. Driven by big V celebrity effect

According to the survey, a total of 125 users were recommended by big V, accounting for 71.43% of the total, and a total of 123 users learned through platform promotion, accounting for 70.1% of the total; followed by recommendations from colleagues and teachers. It accounts for 33.55% of the total. From this analysis, it can be seen that the role of opinion leaders of online knowledge-paid products and the precise promotion of platforms will affect user purchases. Judging from the survey results of users of paid online knowledge products, users are more willing to purchase content recommended by famous speakers and big Vs when purchasing online paid knowledge products. Penguin Zhikuo analyzed in the online knowledge payment product research report: The personalized high-quality knowledge content provided by authoritative institutions or opinion leaders in various industries can relatively most mobilize users' purchase intentions. The user's willingness to talk to the authority or master in the vertical field is very strong. Because the knowledge content produced by top opinion leaders is very scarce. This is the lowest cost way for users to directly contact their favorite areas of knowledge. In other words, in the era of the most serious information overload, people are willing to screen some valuable content through payment.

(4) Price factors

1. The impact of disposable income level on consumer behavior

According to the survey and analysis, people with higher levels of disposable income are more in favor of purchasing online knowledge-paid products. Therefore, high-income consumer groups are currently the key customers of concern. If you can grasp the knowledge needs of this group of users, you can cultivate your own Loyal customer base. Of course, low-income groups, such as students, this part of potential consumer groups also need to be paid attention to.

2. The impact of product pricing on consumer behavior

The setting of the topic is to understand the price range that users can accept on online knowledge paid products. The survey found that 79 users wish to be priced at 1-10 yuan, accounting for 45% of the total, 76 users wishing to be priced at 10-50 yuan, accounting for 43% of the total, and hope to be priced at 50-100 yuan There are 12 users of, accounting for 7% of the total, and only 9 users wishing to be priced above 100 yuan, accounting for 5% of the total.

From this analysis, it can be seen that the most acceptable unit price range for users is 1-10 yuan, which means that users hope to learn useful knowledge by spending less money.

3. Analysis of Willingness to Pay for Online Knowledge

(1) Consumers' preference for different products

According to the survey, most users tend to buy pure academic knowledge and economic speculation skills, accounting for 69.89% and 49.43% of the total respectively; 71 people tend to buy leisure and entertainment, accounting for 40.34% of the total; 65 people tend to buy life skills Category, accounting for 36.93% of the total; 56 people tend to buy health knowledge, accounting for 31.82% of the total; 29 people tend to buy parenting parent-child categories, accounting for 16.48% of the total. From this analysis, it can be seen that users are more inclined to purchase paid content for knowledge, academic and economic speculation skills in order to improve their learning and work skills and enrich their entertainment life. In addition, every knowledge field is also involved, so the content presented by the online knowledge payment platform should be rich and comprehensive to better grasp every potential user.

(2) Analysis of recommendation willingness

According to the survey and analysis, most consumers maintain a neutral attitude. In addition, consumers' willingness to recommend is higher than those who are unwilling to recommend. Among them, 11.93% are highly willing to recommend, 23.3% are willing to recommend, and unwilling to recommend About 10%, and the remaining half of consumers have no obvious recommendation or non-recommendation willingness.

(3) Willingness to buy again

According to the survey data, 35% of consumers clearly expressed their willingness to buy again, while less than 10% were unwilling to buy again. Consumers with unclear attitudes accounted for about 54.55%. From this analysis, it can be seen that consumers' repurchase intentions are still very uncertain in general. Therefore, the product marketing strategies of online knowledge payment platforms play a huge role. Good marketing strategies will stimulate consumers' desire to buy, Resulting in consumer behavior.

(4) User expectations

Through data analysis, it is known that price issues, content supply continuity, pertinence, diversification, authenticity, quality, platform specialization, experience, and security all affect users' willingness and behavior to consume to a certain extent.

4. The Main Issues Affecting the Willingness and Behavior of Online Knowledge Payment Consumption

Beginning in 2018, the development of payment for knowledge began to frustrate, the utilization rate of product applications and the continuous utilization rate of products continued to decline, and the APP platform market as a whole entered a trough. And users have gradually become rational consumption after being stimulated.

(1) Problems in the development of online knowledge payment platforms

There are many problems with online knowledge payment platforms, such as the lack of rationality and scientificity in the pricing mechanism of the platform; too low pricing leads to the creative enthusiasm of knowledge producers; excessive pricing leads to consumers' reluctance to purchase products; the platform has an evaluation mechanism The problem of imperfect and lack of pertinence in the push mechanism, unable to push the content required by the user to the user, and unable to precipitate the user; the platform has the problem of uneven quality and incomplete variety of knowledge content presented on the platform. The content runs counter to its original intention; the platform's pre-sales, mid-sales and after-sales

service system is not complete, the pre-sale publicity effect is low, the user's social integration into the society during the sale is low, and the after-sale is insecure, resulting in poor consumer experience and reduced satisfaction.

(2) Problems in the content of online knowledge paid products

There are many problems in the content of online knowledge payment products. Based on the questions raised by consumers in the survey data, this article classifies the following points: The content quality of online payment knowledge products is uneven, which easily leads to their poor sense of use and continuous use. The rate is reduced. The content positioning of online payment for knowledge products is disordered. For example, a certain platform is positioned as an online payment platform for knowledge services specifically in the education field, but the contents are varied. The content of online knowledge paid products is relatively weak, and cannot fit the time, space and events from the user's perspective to push the content that users want, resulting in a large number of customers lost through other publicity.

5. Marketing Suggestions

(1) Suggestions for the problems of online knowledge payment platforms:

In the face of the overall market downturn of online knowledge payment products, companies must first strengthen their beliefs in corporate development, and secondly cultivate a good attitude, not to shrink from difficulties, not to give up, and to move on. Finally, the enterprise must continuously optimize the internal structure to adapt to the development of the times and keep pace with the times.

1. Formulate a reasonable and scientific pricing mechanism. Through data research, you can understand the different price points that users of different types of products (content) can accept, and learn from peer pricing strategies, and comprehensively evaluate and screen to formulate content pricing that suits your own platform.

2. Establish and improve the evaluation mechanism of course content. Appropriately increase consumer experience courses, and can set up a special column, mainly for the information profiles of producers currently owned by the platform or will be settled in the future, and related certificates and other guarantee information. This allows consumers to understand whether the content of the selected product is valuable, and to understand the authenticity of the sharer's information, and to trust the platform, which translates into loyalty. Optimize the product push mechanism, and push the product from the user's perspective, fit the user's time scene, space scene, and event scene, create a personalized presentation method, help users fight the inertia of learning, and ignite the joy of learning for users

3. The online knowledge payment platform should continuously review the content screening department to prevent inferior content from appearing on the platform. In addition, the platform must always be clear about its target group, and deliver content according to the target group to avoid confusion between content and target group positioning, because this will cause consumers to vague the definition of the platform APP, which is not conducive to the long-term development of the platform.

4. Improve the pre-sales, mid-sales and after-sales service system of the online knowledge payment platform, pre-sales, increase publicity, set up experience courses to attract traffic, and learn to use anxiety marketing strategies. Anxious marketing is the use of users' motivations for seeking truth and creating anxiety for users Emotions and stimulate users to purchase products as a marketing method. Therefore, companies should use anxiety marketing appropriately, but the premise is to ensure that the content of the product solves their anxiety, otherwise it will be counterproductive and make users more rational; in sales, online knowledge payment platforms can Set itself as a university, issue "student cards" when users enter, create a sense of community integration, determine the areas of interest for new users

through the selection of interest tags, and accurately push the trial courses of content products in the first time, so that users The actual learning behavior occurs. The method informed in the introductory manual is presented to users intuitively, and by designing some refined usage behavior paths, guiding users to settle down, can the effective use of traffic be achieved, and the free content can better play the role of attracting users; After-sales service, we can learn from the after-sales service of several mature e-commerce platforms, such as Taobao and Jingdong, to optimize after-sales service and increase satisfaction.

5. There are diversified communication marketing methods. The survey shows that users' purchase intentions will be marketed by opinion leaders. Therefore, in addition to traditional communication methods, you can also use the popularity of celebrities and professionals to promote products or use anxiety marketing communication methods.

6. Improve the security of the online knowledge payment platform, build and improve the security guarantee system, avoid the interruption of bad advertisements, and ensure that consumers' account numbers and other information are not leaked when paying for transactions.

(2) Suggestions for the content problems of online knowledge paid products:

1. The content quality of online knowledge paid products is uneven, so the platform should screen the content of high-quality and similar types of products instead of choosing randomly.

2. Provide differentiated content and tap the potential willingness of users. The differentiated content is reflected in the practicability, verticalization, depth and personalization of online knowledge payment products. Practicability is valuable to users. Verticalization and in-depthness mean that first, high-quality product content can be of interest to users, and secondly, it can be described in a concise and mobile way. Personalization is targeted.

3. Enterprises must clarify the content positioning of online knowledge payment products, and can set up a special department to manage content positioning and screening issues. Content positioning serves the target group of the platform. Once disordered, the platform will become popular and passive.

4. Set up a private customized column. The company can conduct one-to-one sales according to the needs of users. You can also let them have a private customized experience first. If the consumer has a good experience, they can make a package or annual card purchase.

5. Companies should pay attention to the copyright issues of online knowledge-paid products and must not infringe. Establish the concept of legislative system and do not do anything illegal.

6. Conclusion

Online knowledge payment is to solve the development anxiety of users in the mobile Internet era, and is based on targeted and operable high-scene value information, providing users with a time-saving behavior of knowledge payment. Through the questionnaire survey, it can be seen that most users currently use the current domestic online knowledge payment products, including the real intrinsic demand motivation, and the influence of external factors such as others' recommendations. Therefore, analyzing the internal and external demand factors of users and pushing targeted services for users is the goal of online knowledge payment development. In addition, whether the paid-for-knowledge industry can maintain its vitality, in addition to the tenet of focusing on content, it still needs to provide more services to users' actual needs and provide users with direct experience through the knowledge community marketing model. While realizing precise knowledge dissemination, the future development of the paid-for knowledge industry needs to enhance user acquisition and practical application utility, as well as knowledge copyright protection.

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