The Factors Affecting the Willingness of E-commerce Consumer Information Sharing in the New Media Era - Take "Xiao Honshu" for Example

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Abstract: The development of Internet technology has many influences, especially in the field of e-commerce, which has opened a new era of mobile e-commerce development in the Internet era with various media carriers, social platforms and APP. The core of e-commerce consumption in virtual social groups lies in the acquisition and analysis of information. Only by accurately understanding consumers' wishes and demands can targeted information promotion be provided to guide consumption. It also naturally corresponds to the analysis of e-commerce consumers' willingness to share information in the new media era. As a relatively mature virtual community APP, "Xiaohongshu" realizes its own innovative development based on the development of new media. Taking "Xiaohongshu" as the research object, it is of positive significance to systematically explore the sharing intention of e-commerce consumers, better open up the market and develop new customers. Taking "Xiaohongshu" as an example, this work discussed the influence of e-commerce consumers' willingness to share information in the new media era, and explored the main influencing factors and influencing principles.

1. Introduction

The construction of virtual community makes the research of virtual community continue to deepen. Based on the theory of virtual community construction and development, it is necessary to explore the information sharing intention of consumers, so as to obtain the precise demands from consumers, and improve the accuracy and effectiveness of community services [1]. Only by understanding the influence factors of e-commerce consumers' willingness to share information and exploring its influential principles, can the interaction between brands and consumers be enhanced, brand awareness be expanded, and information co-construction and sharing in virtual communities be brought about. At present, the research on consumer information sharing willingness mainly focuses on network group interaction, information perception quality, and information sharing willingness, so as to achieve accurate information of consumer demands, build an active community space, guide and stimulate consumption.

2. Consumer Information Sharing Theory

Information sharing behavior is a kind of human exchange behavior, the so-called social behavior. Rioux believes that in the Internet environment, information sharing is the behavior of a network user to find useful information on the Internet that can attract others' attention and share the information with others. Tajla explains information sharing behavior from a cooperative perspective, meaning that information sharing behavior is not an individual behavior, but a group behavior occurring in social networks, which is the result of people's cooperation. Belk believes that consumers' willingness to share information can be divided into three levels from low to high: the first level, like, that is, consumers perceive the value of information, so as to express the feelings of like; the second level, post or group comments, that is, consumers are willing to respond to information by posting comments or speaking in the community; the third level, forwarding, that is, consumers forward their favorite or trusted information to their own private space. Based on the above, the current scholars

have made profound qualitative discussions on the consumer information sharing behavior, and have studied the mechanism of information transmission from different perspectives [2]. Scholars have also begun to pay attention to the influence mechanism of consumers' willingness to share information and made a qualitative analysis. Based on these studies, this work defined the willingness to share information in the network community as the behavior that consumers express their love for the information within the community, make comments within the community, and eventually be willing to share the information they think reliable or like in their own private space. As a product of UGC under the new media environment, "Xiaohongshu" has the dual identity of e-commerce platform and social media platform. By studying the factors influencing "Xiaohongshu" consumers' willingness to share information, the influence of media on social interaction in the Internet era and be explored, and the changes in consumption environment brought about by this can be further studied. The main process of research is to build a conceptual model of the influence of "Xiaohongshu" network community interaction on mobile e-commerce consumers' willingness to share information, and put forward relevant hypotheses for verification, so as to clarify the specific influencing factors.

3. Research Results on the Influencing Factors of E-commerce Consumers' Information Sharing Intention in the New Media Era

Rioux believes that sharers' enthusiasm for the information content to be shared and the pleasure brought by the success of information to help others are important reasons for consumers to share information. In the study of knowledge sharing in virtual communities, Wasko and Faraj pointed out that "reputation enhancement" is an important factor that prompts people to share information, and people are more inclined to share information when the behavior of sharing information can help improve their reputation and reputation in the community. The research of Kim, Munar, Jacboson and other scholars shows that such factors as sense of existence, belonging, emotional expression, communication and interaction, social identity, image and status promotion, altruistic motivation, access to information, trust, enjoyment, reciprocity, and access to economic benefits all affect consumers' willingness to share online information. In addition, consumers' ability to share information will also affect consumers' online information sharing behavior. The research of Jarvenpaa and Staples shows that consumers' familiarity with the technology used by platform software will affect their information sharing behavior. Tian also points out that information sharing occurs when individuals find it easy or useful to use an application or technology. Jiang Xue believes that individual information sharing in the virtual community will produce time costs, including time, money, personal privacy, information and other aspects. If the cost of consumers exceeds their acceptable range, individuals will choose to give up information sharing in virtual communities. By analyzing some research results of consumers' online information sharing intention and behavior, the current research on the influencing factors of consumers' online information sharing intention and behavior should mainly focus on external factors and personal factors [3].

4. Analysis of Factors Influencing E-commerce Consumers' Willingness to Share Information - A Case Study of "Xiaohongshu"

4.1 The influence of personal cognition on the willingness to share information

Consumers' judgment and evaluation of their own ideas, expectations, abilities and personality characteristics, such as emotional experience, expectation of benefit return and information reserve, will affect consumers' willingness to share information. It can be verified through the interviews of "Xiaohongshu". Here's what the interview said: consumers share simply to show off their wealth and feel superior (positive self-awareness promotes consumer information sharing), but there are those who have a purpose to promote. Every such community sharing platform has this phenomenon, but they do not break the law (economic benefits encourage consumers to share). Sharing is beneficial for people who also have this aspect of needs (the personality of consumers who are willing to help others affects their behavior tendency).

4.2 Influence of social norms on the willingness to share information

Leading pressure from key members and outside groups and the demonstration effect will affect consumers' information sharing intention. It can be verified through the interviews of "Xiaohongshu". Here's what the interview said: I can also see so many comments and likes shared by others, and I also want to try to get others' recognition (others' exemplary norms influence consumers' behavioral intentions).

4.3 Social support affects social norms and then affects the willingness to share

Correspondingly, the information support and emotional support received by consumers from others will promote consumers to produce normative beliefs, and then affect consumers' behavior. It can be verified through the interviews of "Xiaohongshu". Here's what the interview said: since people do not know each other, netizens are very gentle, and they will praise each other. If you do not update for a period of time, someone will urge you to post, and that feeling is particularly good, since you feel that you are also needed (others' responses and expectations to consumers will encourage consumers to form a code of conduct for sharing information on time).

4.4 The external environment affects social norms and then affects the willingness to share

The positive reputation of the external platform and the good sharing atmosphere of the platform will promote consumers to abide by the norms of behavior in the group, and then affect consumers' behavior. It can be verified through the interviews of "Xiaohongshu". Here's what the interview said: everyone on the platform is a mutual help atmosphere, so people cannot blindly ask for other people's information, it is also necessary to convey some valuable information (the platform atmosphere enhances consumers' perception of others' expectations) [4].

5. Overview of Influencing Factors of E-commerce Consumers' Information Sharing Willingness

In general, in the process of consumers participating in socialized e-commerce, social support from external world and external environment will have a normative impact on consumers, such as information support, emotional support, platform atmosphere and influence of platform reputation. These external factors will encourage consumers to share information by influencing the normative pressure perceived by consumers. At the same time, consumers' personal cognition determines consumer's behavioral tendency and has a direct impact on consumer's information sharing intention. Consumer information sharing behavior in socialized e-commerce is influenced by consumer internal factors, such as consumers' self-cognition, information reserve, interest pursuit and other factors. It can be concluded through further focusing on mining the function of social support, social norms and external environment on the information willingness of social e-commerce consumers:

Information support, emotional support, platform word of mouth and platform atmosphere have significant positive impact on the subjective specifications. Platform reputation and platform atmosphere have a significant positive impact on collective norms. Subjective norms and collective norms have significant positive impact on the consumers' willingness to share information. The significant positive impact of information and emotional support received by consumers in social e-commerce on the collective specification is not verified [5]. Collective norms play an intermediary role in the influence of platform atmosphere and platform reputation on the willingness of information sharing, but the intermediary role is insignificant in the influence of information support and emotional support on information sharing intention. Subjective norms have an intermediary role between information support, emotional support, platform atmosphere, platform reputation and information sharing willingness.

6. Summary

For socialized e-commerce, the basic information of consumers and their self-generated information are the core weapons for the platform to attract traffic, enhance consumer stickiness and realize traffic transformation. On the basis of fully interpreting consumers' psychology of information sharing and identifying the main influencing factors, "Xiaohongshu" makes measures to strengthen the interaction with consumers. For example, the exemplary role of "opinion leaders" is highlighted in information push, and the active behavior of "opinion leaders" drives users to share information.

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