

Research on Dynamic Evolution of Mobile Marketing Consumer Adoption Behavior Based on Flipping Classroom

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Abstract: Many enterprises have not achieved obvious results in mobile marketing, one of the main reasons is that consumers do not adopt mobile marketing to a high degree. At present, the research on consumer adoption in mobile marketing is not deep enough, especially on the dynamic evolution of consumer adoption behavior in mobile marketing. Cultivating consumer trust is a continuous and dynamic process, which extends from the formation of initial trust to the development of continuous trust. Based on the essential attribute of trust changing with time, this paper systematically studies consumer trust and its dynamic evolution in mobile commerce environment from the static and dynamic perspectives. To this end, based on the analysis and definition of the concept of mobile marketing, the paper starts with the consumer adoption behavior and identifies the factors that influence the willingness of mobile marketing consumers to adopt behavior and the willingness to continue their behavior. The dynamic evolution model of mobile marketing consumer adoption behavior was constructed and the subsequent research was designed. The characteristics of mobile bookings and the problems associated with competition and management in related companies. This study uses model construction and empirical research methods to conduct an in-depth analysis of mobile booking adoption behavior, aiming to reveal the internal mechanism and behavior patterns of mobile booking consumers, and provide management inspiration for related enterprises.

1. Introduction

With the development of mobile communication technology, the scale of mobile users in China has grown rapidly. Mobile commerce is an emerging business model that utilizes mobile communication networks and uses mobile terminal devices for various business activities. Its business activities are characterized by the application of mobile communication technologies and the use of mobile terminals [1]. Due to the correspondence between the user and the mobile terminal, communication with the mobile terminal can accurately communicate with the object at the first time, so that the user is more free from the constraints of the device network environment [2]. Therefore, how privacy concerns in the context of big data will affect the adoption behavior of service platform consumers, and this impact will be different compared to the mobile Internet background. What measures should service platform service providers take to improve consumer adoption behavior? These problems need to be solved [3-5]. Mobile group buying is a typical model for mobile booking. Since 2011, mobile group buying has been developing rapidly and continuously. It has become a Discount booking platform for catering, movie ticketing, leisure and entertainment, tourist hotels and other life services. The group buying model represented by beauty group and popular comment has become an important retail channel in China's service industry [6]. However, although many enterprises have made remarkable achievements in mobile marketing, most of them are facing many obstacles. One of the main reasons is that consumers do not accept, even resent and complain about such marketing activities.

Mobile commerce includes new technologies, services and business models, which are quite different from traditional e-commerce. Compared with desktop computers, mobile phones or personal digital assistants, although their screens are relatively small, have created some new applications and services in their use [7]. They are suitable for carrying around, making it possible to use the Internet when walking with friends or family, or to easily find nearby restaurants or gas stations while driving. Compared with the research on "information privacy" in foreign countries

for decades, the research on privacy theme in our country still stays in the field of technology, and the research on consumer privacy is insufficient. Especially in the context of large data, consumer privacy concerns are still scarce [8]. In order to compare analysis and research integrity requirements, other research variables will be introduced in the model construction process. This study will further develop the social impact theory, the research results adopted by Fengyin Mobile Reservation, and provide management inspiration for mobile booking related enterprises to help formulate effective market strategies to promote mobile booking and consumer behavior [9]. Mobile marketing refers to any form of marketing, advertising or sales promotion that targets consumers and moves through mobile channels. Different scholars and institutions have different interpretations of mobile marketing [10].

2. Research on the Factors Affecting the Willingness to Adopt the Initial Behavior

2.1. Technical factor

Information transfer technology refers to mobile communication network technology that affects the speed and accuracy of information transmission. If the mobile network signal is not good, it is always disconnected, the network speed is too slow, etc., so that consumers can not accurately receive information or participate in mobile marketing activities quickly and promptly, it will inevitably make their participation enthusiasm greatly reduced. Mobile securities is an emerging application of wireless communication network technology in the securities industry. It refers to the use of mobile phone data service functions, receiving securities quotes on mobile phones, viewing securities information, and conducting securities transactions, which is a new breakthrough in the form of securities trading. Regarding the relationship between privacy concerns and adoption behavior, scholars believe that privacy concerns are the main influencing factors that hinder individuals from sharing information and using personalized services. Most empirical literature supports this negative impact. In the process of mobile marketing development and application, a large number of new mobile data services are indispensable. However, the prerequisite for the adoption of new mobile services such as browsing web pages and participating in mobile interactive games is the penetration of smartphones with certain technical capabilities. Usually, smartphones have larger screens, consumers with smartphones can receive more attractive multimedia business information, and their willingness to participate in mobile marketing is higher.

Because of the connectivity of mobile commerce anytime, anywhere, the author extends the concept of interaction from e-commerce environment to mobile commerce environment. In the mobile commerce environment, interactivity includes six components: (1) user control, (2) responsiveness, (3) personalization, (3) connectivity, (5) ubiquitous connectivity, and (6) environmental services. The research backbone model is shown in Figure 1. It is assumed that these six factors all significantly affect trust, but the research results only support five of them, and the impact of personalization on trust is not significant. In addition, the impact of trust on attitudes and behavioral intentions has also been verified.

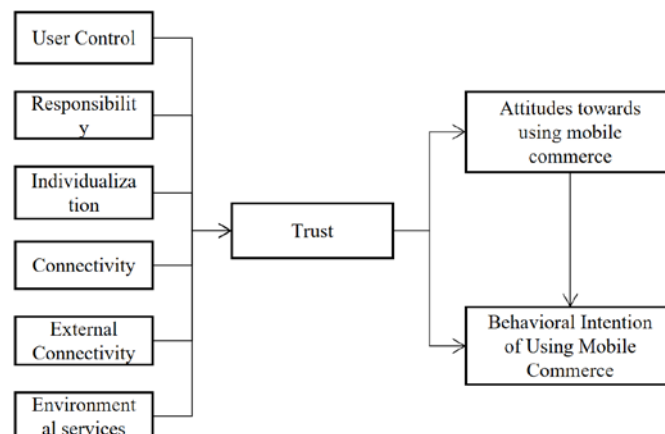


Fig.1. Mobile business trust model based on interactivity

2.2. Marketing factor

Many marketers relate information to consumer needs based on their time, location, and preferences. For example, the consumers who are looking at the house will have a better impression on the property information than the consumers who do not have the need to buy a house. On the other hand, like online advertising, many consumers think that mobile advertising is a kind of interruption, so there are some ways to avoid advertising. The usefulness of perception refers to the extent to which a consumer believes that a technology or service can improve its performance. Perceived ease of use refers to the effort consumers feel when using technology or services. According to technology acceptance theory, if a technology or service can be easily used and improve the performance of users, it will be considered useful and easy to use. Therefore, consumers will be more inclined to use the technology or service. However, some information is only sent to members, or provide some conditions for consumers to withdraw subscriptions, and the participation of consumers is also higher. Therefore, licensing has an impact on the initial adoption intention of mobile marketing consumers. In addition, many consumers usually use mobile data services for entertainment. For example, by playing mobile games, consumers can enjoy entertainment and relaxation. Therefore, mobile marketing activities with strong entertainment have an important impact on consumers' willingness to accept.

3. Result Analysis and Discussion

According to innovation diffusion theory, the adoption of new technology is related to the tendency of trial and individual acceptance of new products. Innovative consumers show curiosity, risk-taking and Excitement-Seeking characteristics. As mobile marketing is a new marketing communication activity, consumers' adoption of mobile marketing is also vulnerable to personal factors such as consumer innovation. In China, an ID number can only open a securities account. That is to say, if a shareholder has opened an account in a securities company, he will not be allowed to open an account in another securities company. Stockholders can only trade stocks through the trading software of their securities companies. Due to the high similarity between the online securities and the operating systems of mobile securities, when shareholders are familiar with online securities, they may also think that mobile securities are easier to use. When the consumer touches the external reference price, it evaluates and compares with the internal reference price. When the external reference price is believed, the internal reference price is adjusted to the value of the external reference price to form a new price perception. If the actual supply price is lower than the reference price, the price perception is low, the consumer feels that the money is saved, and the purchase intention is stubborn.

Consumers have different perceptions of mobile marketing before and after accepting mobile marketing. Therefore, consumers' evaluation of the initial behavioral experience will directly affect their willingness to continue. According to the principle of operational conditioning, if an individual obtains good results after the behavior, there is a tendency to repeat the behavior. Therefore, the consumer's evaluation of the level of satisfaction after the behavior will affect his willingness to continue. In addition, in addition to the function of online securities, mobile securities also have their own unique attributes, which can help investors to trade stocks anytime and anywhere, and its mobility and convenience can better support investors. Therefore, when shareholders trust the online securities of the securities company, they may find the online securities useful, and then they may think that the mobile securities of the company are more useful. Reference price can also be simply understood as the price expected and willing to pay when consumers decide to buy. Reference price always has a significant impact on consumer demand. Existing studies have shown that the formation of reference price is influenced by individual characteristics such as consumer price sensitivity, brand loyalty and demographic data, as well as consumer purchase experience such as price history, promotion history and shop browsing history. The role of reference price includes influencing brand choice, purchase quantity, purchase opportunity, brand judgment and fair perception.

4. Conclusion

This paper systematically reviews the theory of social impact and its effect on consumer information technology adoption behavior, and reviews the literature on variables reflecting social impact, such as face, reference group and social support. This paper reviews the related research on the intelligent chiral adoption behavior, mobile payment behavior, mobile group buying behavior and mobile taxi behavior of mobile booking researcher, and points out the existing research gaps, which points out the direction for the follow-up research. Empirical results show that trust in online securities of securities companies has a significant impact on the structural guarantee, perceived ease of use, perceived usefulness and initial trust of mobile securities of the company. At the same time, in the mobile commerce environment, the perceived usefulness and perceived usefulness also have a significant impact on the initial trust. The perceived usefulness and perceived usefulness have a partial mediating effect on the relationship between the trust of online securities and the initial trust of mobile securities. While the perceived ease of use does not have a mediating effect, the use of online securities has a positive regulatory effect on the relationship between trust in online securities and initial trust in mobile securities. As mentioned earlier in this paper, the reason for this may be that big data is based on the background of the mobile Internet, so there is no impact on the privacy concerns and the adoption of the path coefficient of the behavioral model. In other words, the impact of different backgrounds on the relationship between privacy concerns and consumer adoption behaviors is not significant.

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