

Consumer behavior on digital platforms: An empirical study based on case platforms

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Abstract: *With the gradual development of digital technology, the consumer consumption mode has changed, and consumers shop and consume through digital platforms, and secondly, the influence of consumer consumption and consumer behaviour contains new media technology and big data internet technology, which produces a new type of shopping and consumption platform to change consumer consumption habits and behaviour. After the transformation of digital platform consumption, the enterprise's consumption mode and consumption habits have been transformed, and the digital economy has brought opportunities for the upgrade of consumer consumption mode. This paper takes Superstar Library as a research case, and proposes countermeasures for the transformation of the service mode of digital platforms to promote the transformation of the consumption mode of platform users by analysing the consumer demand and influencing factors affecting consumer behaviour.*

Keywords: *Digital technology; Digital economy; Service model; Shopping consumption behavior*

1. Introduction

Against the backdrop of the new normal in the global economy, how to further unleash the potential of consumption, accelerate consumption upgrading and enhance the fundamental role of consumption in economic development is an important challenge to social development. In recent years, with the continuous innovation and application of information and communication technology (ICT) worldwide, new products, services and business models in the field of information have emerged in large numbers, and the consumption of digital content has become the mainstream of consumption, forming a huge consumer market, which has become an important force for expanding consumer demand, upgrading the consumption structure, and stabilising economic growth^[1]. It has spawned a huge consumer market and become an important force for expanding consumer demand, upgrading consumption structure and stabilising economic growth. With the development of digital economy, consumer behaviour is also changing. In this new digital era, consumers' shopping methods, shopping habits and consumption psychology have different manifestations. This paper will focus on the analysis and research of consumer behaviour under the conditions of digital economy.

As the digital content ecosystem evolves, platform-based companies are showing great dynamism and momentum, and consumers are taking greater control of the digital content value chain. According to a survey conducted by the IBM Institute for Business Value and Accenture, today's connected digital content consumers have a different level of market influence and ownership than traditional consumers, and their consumption behaviour is more sophisticated and less passive. Indeed, competition for consumers has become central to the strategies of digital content platforms, with companies such as Amazon, Apple, Google, Microsoft and others striving to create a mechanism to maximise the benefits to consumers and put their collective intelligence to work^[2]. Consumers are more sensitive to the price of digital content than they are to the price of traditional products. For example, Netflix raised the price of its service resulting in a huge number of subscribers (1 million), a significant drop in business, and a fall in the company's share price of close to 50 per cent, whereas Apple's \$1 promotion in the Chinese app shop resulted in a significant increase in the number of consumers paying for the service, with the number of app downloads soaring. The number of app downloads that week soared to 12 times that of the previous week^[3]. However, research on the applicability of traditional pricing theories and methods to digital content pricing is relatively limited and does not reflect well the growing market influence of digital content consumers. On this basis, this paper takes digital content consumer behaviour as a guide,

uses digital content platforms as a carrier, constructs a digital content consumer behaviour model using expected utility theory, and analyses the impact of the charging model of digital content platforms on consumer behaviour from a theoretical perspective, with a view to further understanding and recognising the characteristics of digital content consumer behaviour, and to promote the development of digital content consumer behaviour through this exploration. It is hoped that through this exploration, the characteristics of digital content consumer behaviour can be further understood and appreciated, and a certain theoretical foundation and reference can be provided for the promotion of digital content consumption.

2. Characteristics of consumer behaviour in the digital age

Consumer behaviour in the digital age is more diverse than ever. Consumers can shop, order food, watch movies, book travel and other forms of consumption online. At the same time, the decision-making process of consumers has become more complex, and consumers need to make different consumption choices for different consumption scenarios.

In addition, consumer behaviour in the digital age is also more instantaneous. Consumers can consume anytime and anywhere, and for some consumer goods or services that require critical time to consume, consumers can quickly purchase them through mobile phones or online shopping platforms. At the same time, consumers post or share their consumption experiences through social media as a way to demonstrate their lifestyle or taste^[4].

Consumer behaviour in the digital age is more informative. Consumers can get more information about goods or services through big data analytics, artificial intelligence, or smart recommendations. This makes the decision-making process of consumers more scientific and rational.

We are more interactive in the digital age. Consumers want to establish closer ties with merchants or service providers to present their needs and suggestions. At the same time, through social media platforms, consumers can communicate and share their consumption experiences and feelings with other consumers, a shift that has brought about a new impact on consumer behaviour.

3. Analysis of Drivers of Consumer Behaviour in the Digital Age

The drivers of consumer behaviour in the digital age are complex, and the following are some of the main drivers

One is the popularity of social media. Social media provides a channel for consumers to share their consumption experience, thus influencing the consumption choices of other consumers. Consumers can more easily get feedback from other consumers about goods or services, and can also learn about promotions from merchants through social media.

The second is the popularity of e-commerce and online shopping. Consumers can choose goods from a variety of online shopping platforms, and they can also display their consumption experience on these platforms, which can also influence the consumption choices of other consumers.

The third is the development of big data and Internet technology. Consumers can obtain more information about goods or services through the Internet, thus making more scientific and rational consumer decisions. At the same time, big data analysis allows companies to better understand consumer needs and provide better goods or services^[5].

Fourth, the development and change of consumers' personal needs. With the progress of society and the improvement of individual living standards, consumers' needs for quality, brand, safety and environmental protection of goods or services will change.

3.1 Model construction and hypothesis formulation

3.1.1 Model Construction

The research in this paper broadly divides the influencing factors of mobile consumption behaviour of digital information resources into three categories: personal factors, situational factors and efficacy factors. A large number of theoretical and empirical studies have proved that personal factors are important factors influencing mobile consumption behaviour of digital information resources. As a result, we establish a conceptual model for the study in this paper, as shown in Figure 1:

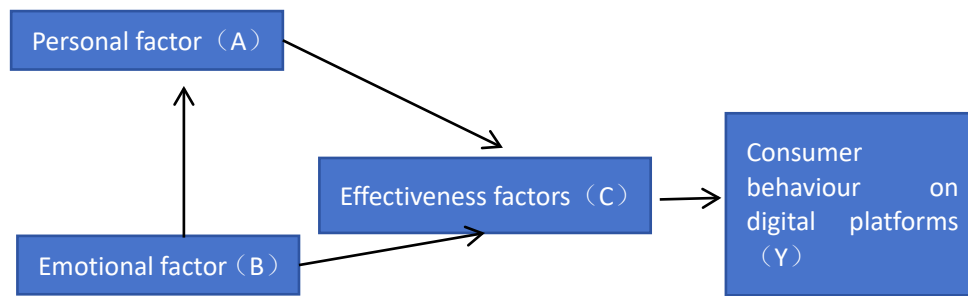


Figure 1: Conceptual Model of Influencing Factors of Digital Information Consumption Behaviour

Digital information mobile consumption behaviour itself is an activity with high personality characteristics, and personal factors are related to the user's own attributes, usually including age, gender, occupation, temperament, personality, etc. However, since the age of the target of this survey failed to radiate to all age groups, five aspects, such as consumption habits, information literacy, time cost, values, importance, etc., were selected to study the digital information mobile consumption behaviour affected by the user's way of thinking, knowledge structure, psychological quality and other internal personal factors.

Context (context) refers to the environment when a particular thing or situation (situation) occurs, and consumption context factors can be understood as the microscopic spatial and temporal environmental factors faced by consumers when consumption or purchasing activities occur. Human behaviour is highly susceptible to the influence of the external environment, and is subject to change by changes in the external environment. For example, if you are in school, you will think about studying; if you are at home, you will think about laundry and cooking, and the trivial matters of firewood, rice, oil and salt; if you are in the unit, you will think about the work arrangement and the relationship between colleagues, and so on. Specific contextual factors such as time, location, lights and sounds of the environment, and tasks to be accomplished have a short-lived but non-negligible impact on users' information mobile consumption behaviour. Four contextual factors of digital information mobile consumption behaviour are selected to be analysed: interface friendliness, risk perception, amount of information and device performance.

Efficacy is the degree to which a consumer achieves the purpose and completes the expected tasks in digital information mobile consumption behaviour, and this efficacy factor will in turn have a certain impact on the consumer's digital information mobile consumption behaviour. In this paper, four aspects of perceived information efficacy, self-efficacy, response efficacy and collective efficacy are selected to analyse the influence of efficacy factors on digital information mobile consumption behaviour^[7].

To sum up, this paper further subdivided the three categories of personal factors, contextual factors and efficacy factors affecting digital information mobile consumption behaviour in order to make the study more representative, which formed a model of influencing factors of digital information mobile consumption behaviour, as shown in Figure 2:

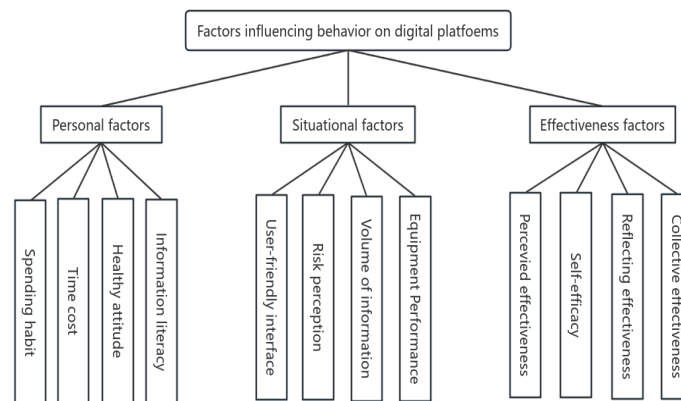


Figure 2: Model of Influencing Factors of Digital Information Mobile Consumption Behaviour

3.2 Research hypotheses

(1)The influence of users' personal factors on digital information mobile consumption behaviour
Hypothesis 1: Users' personal factors have a positive effect on digital information mobile consumption behaviour

Hypothesis 1a: There is a correlation between users' age, education, income and digital information mobile consumption behaviour.

Hypothesis 1b: There is a correlation between users' information literacy and digital information mobile consumption behaviour.

Hypothesis 1c: There is a correlation between users' occupation and digital information mobile consumption behaviour.

Hypothesis 1d: Users' information awareness has a positive effect on digital information mobile consumption behaviour.

(2)The influence of contextual factors on digital information mobile consumption behaviour

Hypothesis 2: Contextual factors have a positive effect on digital information mobile consumption behaviour.

Hypothesis 2a: Web interface friendliness has a positive effect on digital information mobile consumption behaviour.

Hypothesis 2b: There is a correlation between user risk perception and digital information mobile consumption behaviour.

Hypothesis 2c: The amount of webpage information has a positive effect on digital information mobile consumption behaviour.

Hypothesis 2d: There is a correlation between mobile terminal performance and digital information mobile consumption behaviour.

(3)The influence of efficacy factors on mobile consumption behaviour of digital information

Hypothesis 3: Efficacy factors have a positive effect on digital information mobile consumption behaviour

(4)The influence of contextual factors on users' personal factors

Hypothesis 4: Contextual factors have a positive effect on users' personal factors.

Hypothesis 5: Contextual factors have a positive effect on user effectiveness factors.

Hypothesis 6: The user's personal factors have a positive effect on the effectiveness factor.

3.3 Questionnaire Design and Research

3.3.1 Definition and measurement of variables

To facilitate data analysis, variables were processed using SPSS 22.0, the questionnaire variables are shown below in Table 1. The options 'F None' and 'G Other' for each question in the questionnaire were in fact defaults, and in order to reduce their negative impact on the results of the analyses, the default values were replaced with the mean values of the proximate points in this study. Since many of the variables in the questionnaire are categorical, in order to facilitate the analyses, several similar and homogeneous variables were cumulated to form a new variable, which is continuous.

Table 1: Latent Variables and Measures

Latent variable	Observed variable	Encodings	Measure term
Personal factor	Spending habit	A1	Time spent on the Internet through mobile terminals per day
	Information literacy	A2	Strong ability to acquire, process and synthesise information
	Time cost	A3	Willingness to wait for pages to open slowly
	Healthy attitude	A4	Educational attainment
	Significance	A5	Occupation and level of income
Situational factor	User friendliness	B1	Access to the Internet through mobile terminals because of the ease of use
	Risk perception	B2	The information in the news or forums is true and trustworthy.
	Volume of information	B3	Things you often do on the Internet through mobile terminals
	Equipment Performance	B4	What kind of mobile terminals do you usually use to access the Internet?
Effectiveness factors	Perceived information effectiveness	C1	Access to the Internet via mobile terminals is for fashion
	Self-efficacy	C2	Accessing the Internet through mobile devices is a way of trying new things.
	Reaction efficacy	C3	Internet access through mobile terminals is to pass time
	Collective effectiveness	C4	Often follow or repost in your circle of friends
Information Mobility Consumer behaviour	Mobile search	Y1	Time of first visit to the mobile internet
	Instant messaging (IM)	Y2	Chatting software for mobile devices
	Virtual community	Y3	Types of information frequently followed or reposted in the forums
	Mobile reading	Y4	Choosing the external environment for mobile reading

3.3.2 Analysis of Sample Structure

The total number of questionnaires distributed in this research was 1200, and 1146 were finally recovered. In the recovered questionnaires, the existence of the selection or all options to select the same standard was judged as invalid questionnaire, and finally got 1092 valid questionnaires.

(1) Individual situation

The individual situation of digital platform consumer users is mainly reflected in the three aspects of gender, age and education level, as follows Table 2:

Table 2: Individuals who consume digital platforms

Genders	Proportion (%)	Age	Proportion (%)	Educational attainment	Proportion (%)
Male	56.1	<25	27.6	Specialist and below	21.69
Female	43.9	25-50	70	Undergraduate	56.3
		>50	2.3	Bachelor's degree	20.1
				Doctoral	2.5

In terms of gender ratios, there were 613 men and 479 women among the surveyed mobile consumers

of digital information, accounting for 56.1 per cent and 43.9 per cent respectively. The proportion of males is much larger than that of females, indicating that there are differences between males and females in terms of information focus and information acquisition behaviour. This data is basically consistent with the male to female ratio of 55.1:44.9 of Chinese netizens in the 36th Statistical Report on the Development of the Internet in China, indicating the universality of the survey data.

In terms of the cultural level of digital information mobile consumer users, the overall cultural quality of users is not low, with the vast majority of users having an undergraduate education level, a total of 615 people, accounting for 56.3%; those with a specialist education level or below account for 21.69%; those with a master's education level account for 20.1%, and those with a doctoral education level account for only 2.5%.

(1) Income Level

Occupation and income are closely related to users' information mobile consumption behaviour. The income level of digital information mobile consumption users is examined in conjunction with their occupational status, as follows Table 3:

Table 3: Income Level of Digital Information Mobile Consumption Users

Income level	Proportion (%)	Occupation	Proportion (%)
<=2000	43.3	Students (including unemployed)	31.6
2001-3500	21.8	Profession	22.3
3501-5000	22.3	Business unit	39.2
>5000	12.6	Functionary	6.9

From the point of view of the income level of the users of digital information mobile consumption, the group with an income of less than 2,000 yuan accounted for the highest proportion; followed by the group with an income of 2001-3,500 yuan and 3,501-5,000 yuan, accounting for 21 per cent and 22.4 per cent respectively, and the group with an income of more than 5,000 yuan accounted for the lowest proportion.

In terms of the occupational structure of users, the proportion of enterprise and public institution employees is the highest, 39.2%; followed by students, 31.6%; and the proportion of civil servants is the lowest, only 6.9%.

3.3.3 Hypothesis Validation

This study was carried out using Lisrel 9.2 to achieve the validation process and the various fitted indicators obtained are shown in Table 4. Although statistically significant, the ratio to the degrees of freedom (df) meets the requirements of the fit indices. All other fitting indices reached statistical significance: NFI=0.92, NNFI=0.97, CFI=0.98, all exceeding the reference value of 0.90; RMSEA=0.057, within the reasonable range interval of 0.05-0.08, which meets the requirements for structural equation fitting.

However, according to the estimation of the path coefficients of the initial structural equation model and the test value, according to the criterion that the path test value T is significant if it is greater than 2, only the T value between the contextual factor a efficacy factor=0.69<2, which does not meet the requirement of fitting the structural equation model, indicating that the path coefficients of this path are not statistically significant at the level of p-0.05, which means that the hypothesis has not been verified. Therefore, after eliminating this path, the adjusted model was tested again using Lisre19.2 software, and the obtained path coefficients and test values are shown in Table 4, and the results meet the requirements. Therefore, the model is acceptable.

Table 4: Fit indices of the adjusted structural equation model

Model fit index	Statistical value	Reference point
Chi-Square(χ^2)	154.8	/
Degrees of freedom (df)	114	/
χ^2/df	1.35	<3
P-value	0.0655	>0.05
Normal fit index(NFI)	0.92	>=0.90
Non-normal fit index(NNFI)	0.97	>=0.90
Comparison of fit indices(CFI)	0.98	>=0.90
RMSEA	0.056	<=0.08

After correlation and regression analyses, the previous hypotheses were empirically tested, and the test results are shown in Table 5, with most of the hypotheses supported by the sample data.

Table 5: Results of Hypothesis Testing

Hypothetical	Measurement item	Test results
H1	Personal user factors have a positive effect on digital information mobile consumption behaviour	Pass
H2	Contextual factors have a positive effect on digital information mobile consumption behaviour	Pass
H3	Efficacy Factors Have a Positive Effect on Mobile Consumption Behaviour of Digital Information	Pass
H4	Contextual factors have a positive effect on users' personal factors	Pass
H5	Contextual factors have a positive effect on user-efficacy factors	Unsuccessful
H6	Personal user factors have a positive effect on effectiveness factors	Pass

4. Impact of digital platforms on consumer behaviour

Consumer behaviour in the digital age has important implications for businesses, society and individuals.

First of all, consumer behaviour in the digital age brings more opportunities to businessmen. Selling goods on online shopping platforms can reduce the cost of sales, and they can also get more customers from social media platforms and expand their business^[8]. Secondly, consumers' needs and choices also affect the production and service industries to a certain extent. Consumers' demands can enable enterprises to understand more accurately the needs of consumers, so as to continuously improve the quality of goods or services. At the same time, consumer choice is also an important reference factor in the market, which also affects the production direction and market strategy of the company^[6].

Finally, consumer behaviour in the digital age also has an impact on individuals' social interactions and lifestyles. Consumers can share their consumption experiences on social media and communicate with other consumers, thus influencing others' consumption decisions.

5. Opportunities and challenges following the shift in consumer behaviour

The shift in consumer behaviour in the context of the digital economy provides new opportunities and great challenges for business development.

In terms of opportunities, the digital economy provides a new business model that allows companies to reach consumers more widely and open up new market space^[9]. By understanding the needs and psychology of consumers, companies can better position their brands and products and realise their core competencies. At the same time, the digital economy also improves the informatisation capabilities of enterprises and accelerates the process of transformation, upgrading and smart construction. In terms of challenges, the digital economy has made the market more competitive, and enterprises need to upgrade their innovations and services to win consumers' favour^[10]. At the same time, consumers in the digital economy also demand greater transparency, integrity and social responsibility, and clear brand image and quality standards are more important to enterprises. In addition, security risks and data breaches in the digital economy pose new challenges for business management.

6. Case Study

6.1 Super Star Library User Needs Analysis

Before the emergence of mobile libraries, physical libraries, digital libraries, although the realization of the static, closed, one-way traditional literature and information service model to the dynamic, open, two-way, interactive digital information service model change, but the user must go to a fixed place to be

able to get the information service, and can not be instantly accepted in a mobile environment to take advantage of the library's information services.

Mobile libraries will stimulate and promote their mobile information behavior and form new information behavior habits while meeting the mobile information needs of student groups. In this paper, a questionnaire was distributed to the college student groups currently studying in China through the network, and 953 valid questionnaires were recovered, and the recovered data were statistically analyzed. Taking the Super Star Mobile Library as an example, this chapter uses the survey results to analyze in depth the user needs, usage of mobile libraries, and related factors affecting the user behavior of mobile libraries, so as to improve the user's mobile experience and satisfy the user's need to utilize the information of libraries anytime and anywhere in the mobile environment.

6.2 Content requirements analysis

Table 6: Statistics on content requirements of mobile library users

Service	user choice ratio				
	keenly needed	more demanding	Generally required	Not really.	Not at all.
due date reminder	55.77%	29.16%	11.94%	2.15%	0.98%
extended borrowing (e.g. library renewal)	49.71%	34.05%	12.13%	3.13%	0.98%
Checking Borrowing Information	45.01%	37.18%	14.48%	2.54%	0.78%
Searching for collection information	46.58%	34.44%	13.31%	4.31%	1.37%
Access to electronic resources	40.51%	35.03%	17.61%	5.28%	1.57%
Appointment Service	36.40%	35.03%	18.98%	7.24%	2.35%
mobile reading	31.21%	34.83%	26.42%	5.87%	1.76%
Lecture Announcement	24.66%	34.44%	30.92%	7.83%	2.15%
New Book Announcement	25.83%	31.12%	31.12%	9.00%	2.94%
Service Announcement	16.83%	34.83%	34.64%	10.57%	3.13%
Reader's Recommendation	18.40%	30.72%	33.86%	13.11%	3.91%
Reference Counseling	16.63%	31.31%	35.62%	12.72%	3.72%
RSS feed	11.94%	25.44%	34.44%	19.37%	8.81%
Library Blog	11.15%	20.55%	31.70%	22.90%	6.85%
Library community	10.28%	21.97%	37.77%	22.65%	7.33%
Library WeChat	42.27%	37.96%	15.85%	3.13%	0.78%

The questionnaire designs five levels of answers for the 16 information service items listed in Table 6, which are already provided or need to be provided by Super Star Mobile Library, according to the users' demand attitude, namely, "very much need", "quite need", "generally need", "not too much need" and "not need at all". ", "not too much", "not at all" five levels of answers. Survey statistics show that the need rate of users for these 16 information service items "are more than 70%, indicating that users have a need for the content of these 16 information services. Among them, the mobile services of traditional services such as due date reminder, renewal, checking borrowing information, collection information search, searching electronic resources, reservation, mobile reading, etc. have greatly facilitated users to know and pay attention to their borrowing information and library collection information anytime and

anywhere. In terms of mobile reading, there are some differences in users' attitudes towards the demand for books, periodicals, newspapers, audio, video materials and other different carriers. Users' demand for mobile books, periodicals and newspapers is significantly higher than that for audio and video materials.

In addition to the 16 major information service contents mentioned above, some users also put forward personalized content requirements, specifically including the accurate provision of the number of vacant seats in the study area, accelerating the speed of content updating, carrying out fixed-question services, increasing interactive services, and strengthening privacy protection.

6.3 Functional Requirements Analysis

Mobile services of university libraries have been expanded and enhanced from the initial launch of SMS notification reminders, to collection bibliography search and reservation, to academic resources search and full-text reading, which can facilitate readers to use library resources and services anytime and anywhere. Nowadays, what users really need is personalized and integrated services, not a large number of databases or websites.

6.4 Proactive services

Active service is a basic way for libraries to consciously and proactively provide information services to users when they have not yet made a request, including manual and the use of intelligent technology to implement active services. Under the mobile environment, the needs of users have changed dramatically. Mobile libraries to carry out active service, you need to take the initiative to enter the user, carry out user information needs survey, to understand the new characteristics of user information needs. Mobile libraries can also use intelligent agent technology to actively push customized information for users, integrate mobile library information services into users' daily mobile information activities, and use library resources remotely. For example, if users like fragmented reading, mobile libraries can provide plain text epub books as well as book chapters and thematic segments, so that readers can find and read all book chapters on a certain topic, and provide books that are suitable for reading by cell phones in terms of form, and suitable for reading with fragmented time in terms of content.

6.5 Collaborative services

Search is the basis for users to obtain information. Although Super Star Mobile Library provides a one-stop search service platform based on the integration of metadata, the platform is able to integrate limited resources, and the database vendors are each on their own, unwilling to provide metadata, which is not conducive to the realization of a convenient search experience for users. Mobile libraries are based on the information resource system of digital libraries, and they cannot simply move the PC business to mobile terminals. In order to innovate the content and mode of information service, it is also necessary to integrate the literature information service system, open up information release channels such as news release, announcements (notices), new book recommendations, ranking of popular books, reminders of the expiration of borrowed books, and notices of book reservation, etc., and solve the management and operation problems and equipment compatibility problems of collaborative service, as well as support the management and operation problems and equipment compatibility problems of collaborative service, and support the search experience of users. It also solves the problems of management, operation and equipment compatibility in collaborative services, supports handheld terminals of different brands, models and operating systems, improves the application environment, and eliminates the contradiction between user needs and information sharing.

6.6 Personalized Services

Different users have different information use habits, preferences, requirements and characteristics, mobile libraries need to reflect personalization in service content, service time and space, service mode, etc., to create personalized service modules, record and learn from users' information needs and behavioral characteristics, and provide users with personalized and intelligent service entrances and corresponding retrieval, customization, collection and other services through intelligent technology processing. For example, Super Star Mobile Library provides three kinds of account binding functions: Tencent microblogging, Sina microblogging and Renren for users to choose from, and they can also set their own page styles: users can log in to record their learning history and view all the customized information; it seamlessly connects to the library's OPAC system to provide personalized self-services

such as collection search, personal borrowing history checking, book renewals, consulting, mobile library searching history, browsing history, and so on. Provide personalized self-service such as history searching, browsing, etc.: Provide barcode scanning function, point the camera of the handheld terminal to the barcode of the book, click start scanning, you can check the collection status of the book and the full text of the e-book.

6.7 Demand hierarchy analysis

User's information demand is a dynamic process, and the state of user's demand in the mobile environment is more uncertain and rapidly transformed. The determination of information needs must not stop at the question "what do you want to know", but must further ask "why do you want to know", "what is your problem", "What do you already know", "What do you think will happen", "How will this help you" and so on. Through investigation, we found that there are some defects in the user's demand statement, such as: Only vague wishes, can not tell the specific needs; Can only say qualitative demand, can not say quantitative demand; Can only say part of the demand, can not say all the demand: Can only pile up the demand items, can not say the relative priority; Only pay attention to the material details, ignore the logical needs, and so on.

Every small progress in information technology is driven by the growing and diversified information needs of users, and it is an important condition for the success of a technology to be good at grasping the information needs of users and endeavoring to improve the level of technology to meet the needs of target users. In order to fit the user's reading experience similar to paper, Amazon.com developed the e-book reader Kindle was born; in order to meet the user's fragmented time information needs, Tencent launched "WeChat"; in order to cater to the personalized information needs of different users, Apple APP Store was born; in order to meet the user's mobile network needs, the Apple APP Store was created; in order to meet the user's mobile network needs, the Apple APP Store was developed; in order to meet the user's personalized information needs, the Apple APP Store was developed. In order to meet the needs of users' mobile network, "360 wif" was created; in order to meet the needs of users to enjoy mobile high-definition video, the climax of the development and construction of 4G network began to rise: and so on. The ever-changing information technology brings users a lot of fun, eliminates the stress of work and life, and helps them solve specific needs in different situations.

7. Analysis of Influencing Factors on User Behavior of Super Star Library

7.1 Individual factors

Students currently admitted to colleges and universities have been living in the digital age since their early teenage years. Compared to the generation before them, they are able to use the new media smoothly, and it has long been a part of their daily lives; they prefer dual-processing and multitasking. They like to put the image before the text rather than the text in front of the image. They like random access (e.g., hypertext). They can be most effective when accessing the Internet. They appreciate instant gratification and frequent rewards. They prefer a game of life to "serious" work. The current single, dull and passive information service content and method of mobile libraries can hardly satisfy the changing personalized information needs of the new generation of users.

7.2 Environmental factor

The searches provided by the SuperStar Mobile Library are more refined but consume more time. After determining the potentially relevant databases to be searched, the user must search the on-line catalog and each of the potentially interesting databases separately. In addition, not all searches of the library catalog or databases yield full-text information, and students growing up in the Internet age need not only a quick response, but complete satisfaction of their information needs. The "Reasons affecting the use of mobile library" filled in by users are mostly about resource downloading. When users download resources using the mobile library, they have repeatedly been unable to continue to download resources after 99% of the resources have been downloaded, which makes users feel very hurt. Some users also suggested "support for QR code scanning technology to download the client" and "the possibility of checking information on services around the library".

7.3 Efficiency factor

The information needs of mobile library users have changed from focusing on "content" and "results" to focusing on "communication" and "innovation". The information needs of mobile library users have changed from focusing on "content" and "results" to focusing on "communication" and "innovation", the smoothness and satisfaction of information exchange. As publishers will be a large number of resources open, the user through the ubiquitous search engine can be more convenient and direct access to information. Users are able to get immediate and satisfactory answers to their search at the click of a mouse, rather than in a particular carrier format, such as a research monograph or a journal. Users perceive that the information provided by mobile libraries lacks novelty, is less accessible than PCs, and does not facilitate jumping and fast browsing of digital resources. The German sociologist Georg Simmel pointed out in his 1908 book *Sociologie* that interaction is one of the most basic and universal phenomena of daily life. In the survey, some users also put forward opinions such as "there is no reading exchange community" and "open readers' network community on the mobile library platform to communicate with other readers". WeChat has a large customer base and many functions, such as information dissemination, information push, information recommendation and other information service functions, which are more convenient than mobile libraries, and the reasons for attracting customers are worth learning.

7.4 Strategies for Improving the Super Star Library Service Platform

7.4.1 Improvement of interface friendliness

In terms of user interface, Super Star Mobile Library has optimized the operation flow and page layout, transforming web pages into pages suitable for reading on mobile terminals, removing all unnecessary contents, so that users can get what they want with only the least number of steps in each operation. Mobile libraries also need to have a detailed and in-depth understanding of the user's knowledge base and preferences, increase the search term relevance identification, reduce repeated searches, the layout of the functional location should be convenient for readers to find and know, provide communication and interactive modules, but also support the user's correction of errors in the retrieval results, to promote the improvement of the platform.

Nowadays, almost everyone, men and women, young and old, has WeChat. WeChat Library allows library readers to read the library's digital resources online, free of charge and conveniently by binding them to the library's WeChat public number, so that library readers can read the library's digital resources online, free of charge and conveniently by following the library's public number. Readers do not need to download any reading software or have an account. Digital resources using unique technology can adapt to the readers of different sizes of the screen, so that readers can read conveniently and enjoy the selection. Mobile libraries can also learn from WeChat's red packet policy to motivate and attract readers to pay attention to mobile libraries, such as recognition or material rewards, extending the lending time, increasing the number of borrowed books, and organizing lucky draws, etc., so as to strengthen the communication and interaction with readers.

7.4.2 Enrichment of resource types

When using the old products, consumers will find some problems with the old products, resulting in a certain degree of exclusivity. With the continuous progress of science and technology, users will feel that some functions of the old products can not meet their needs, so they look forward to the emergence of new products. In order to grasp the psychology of consumers, enterprises will launch new products to promote the development and growth of enterprises. Mobile libraries should also introduce new knowledge and enrich the types of information resources in order to attract more new users and retain

Old users. Super Star Mobile Library itself is designed for the library needs, the resources provided by e-books, including nearly 100,000 episodes of lectures by master teachers video, information resources are relatively rich, but there are many other features can not be realized, the user can not really experience the "in the cloud" feeling. Super Star Mobile Library should find ways to integrate the existing database resources purchased by university libraries, reduce the limitations of the function, provide a better portal for users to obtain literature and simplify its core tasks; it can also consider supporting users to upload information to enrich the platform resources.

7.4.3 Building knowledge communities

Dr. J.H. Shera, a famous contemporary American librarian and cataloger, once pointed out in his book

The Sociological Principles of Librarianship that "communication is the glue of social structure" and "the library is an institution of communication". Libraries are not only a place to read books, but also a space to exchange ideas. Utilizing the information service advantages of WeChat public platform such as huge customer groups, powerful information pushing ability, real-time statistical function and rich extension function, combining with the actual work of libraries, on the basis of carrying out information pushing service, the mobile library is used to build a library knowledge community and carry out mobile information service, which is convenient for readers to exchange and share their knowledge with each other. A new link can be established between mobile clients and readers, recommending and sharing targeted knowledge for readers, finding insights in knowledge, carrying out colorful knowledge activities, strengthening the interaction of member houses, and finding opportunities for self-worth realization and self-enhancement in the interaction.

In the digital environment, young people prefer interactive systems and avoid becoming passive consumers; most people have already had to publish and share the information and knowledge content they create through Email, Blog, wiki, personal websites, institutional knowledge bases, etc. to get feedback and recognition from empathetic netizens and gain a sense of belonging. Mobile libraries provide little user-participatory service content, rebuild user relationships through knowledge communities, establish virtual academic environments, organize and converge the content of a particular subject area, each member is a potential knowledge producer, effectively absorb knowledge resources, promote knowledge exchange and innovation, provide support for instant communication and learning insights between users, enrich the user comments and sorting of categorized entries, increase students' interest in sharing knowledge and joining online discussions, and interaction, communication, and inspiration can promote the transformation of users' implicit needs to explicit needs.

The proportion of university libraries that have formally opened mobile library services is not very high in the country, and libraries should track the new achievements of mobile information technology development and make use of them, develop ideas, innovate services, and strengthen active services, personalized services, collaborative services, integration and interactive services. At the same time, they should also strengthen the promotion of mobile libraries, promote mobile libraries to more users by means of announcements, lectures and training, and promote more users to understand and use the information services provided by mobile libraries.

8. Conclusion

Overall, the digital economy has had a profound impact on and transformed consumer behavior: it has also brought new opportunities and challenges for enterprises. Enterprises need to follow the development trend of the digital economy, deeply understand the needs and psychology of consumers, and provide better quality products and services to win the trust and favor of consumers. Consumers also need to pay more attention to their own consumption experience, information security and quality assurance in the context of the digital economy, so as to improve their quality of life and sense of well-being.

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