

The impact of user entrepreneurship mode on entrepreneurship performance

Jinbo Zhou^a, Mengyuan Su^{b,*}

School of Economics and Management, Guangxi Normal University, Guilin, China
^ajbzhou@163.com, ^b3537185972@qq.com

Abstract: This paper discusses the formation process of user entrepreneurship model and its impact on entrepreneurship performance with the case of private cinema. At the same time, use the performance of specific cases to summarize and summarize how the user's entrepreneurial ability and entrepreneurial intention affect the formation path of the entire process of the user's entrepreneurial model, and complete the impact on entrepreneurial performance under the role of relevant variables. The research shows that high user entrepreneurial ability and entrepreneurial willingness promote the formation of independent user entrepreneurial model, and promote the transition from survival performance to growth performance in the process of both increasing, that is, independent user entrepreneurial model promotes the transition from user entrepreneurial survival performance to growth performance. Finally, user entrepreneurship can improve innovation performance and promote the innovative development of private cinemas through personalized design of product portfolio, diversified development of profit methods, and networked embedding of product and service innovation capabilities.

Keywords: User experience; User entrepreneurship intention; User innovation ability; Network embedding; Innovation performance

1. Introduction

At present, the research on user entrepreneurship mainly focuses on the medical industry, service industry and other related industries. User entrepreneurship is promoting economic development as an emerging entrepreneurial path. Different levels of user entrepreneurship ability and willingness are also affecting the formation of user entrepreneurship mode, and ultimately affect entrepreneurship performance. However, the research on user entrepreneurship mainly focuses on the psychological subjective feelings of users before, during and after the use of products or services. The research on user entrepreneurship mode and user entrepreneurship performance is fragmented, and there is a lack of research on the formation of user entrepreneurship mode and its performance measurement. Based on this, this paper, with the help of the collected practical expression of user entrepreneurship, combined with the typical cases of private cinemas, deeply analyzes the user's product service innovation ability, entrepreneurial intention, and the formation of intermediary user entrepreneurship mode, summarizes and sorts out the dynamic evolution path of user entrepreneurship mode, so as to deepen the brand cultivation work, improve the entrepreneurial performance and entrepreneurship quality benchmark level, and promote the circular development of domestic economy.

2. Literature review

2.1. User's entrepreneurial willingness

The user's entrepreneurial intention is the user's desire and plan to spread innovative ideas in specific organizations and start businesses to realize commercialization in order to meet their own needs and based on their subjective experience and their own cognitive level in the whole process of using products and services. User entrepreneurship intention indirectly affects the transition from user experience results to user entrepreneurship^[1]. As the passive receiver (user) of value creation gains more and more attention, the phenomenon of taking users as the main body to complete the whole business behavior is gradually increasing. Users are also changing from the passive receiver of value to the role of creator, and the research on "user entrepreneurship" at home and abroad is also gradually

heating up^[2]. The existing research on entrepreneurship at home and abroad gradually focuses on the user as the main body, and refines the entrepreneurship model in combination with individual innovation ability, entrepreneurship willingness, and network embeddedness, and discusses how to affect the user entrepreneurship performance.

2.2. User innovation ability

User innovation mainly includes employee user innovation and consumer user innovation. In the process of market dynamic development, enterprises build a flat organizational structure to promote the combination of external user and internal employee innovation and enhance the market intelligent response. The innovation ability of external users is affected by the coordination of personal characteristics, motivation, entrepreneurial learning differences, and entrepreneurial intention, among which motivation can more induce the transformation of user innovation ability to entrepreneurship^[3]. At the same time, the innovation ability of users is greatly affected by the education level and personal characteristics of users, and the influence of gender mechanism can be excluded in the research process^[4].

2.3. User entrepreneurship mode

The user entrepreneurship model is mainly divided by the two-stage user entrepreneurship theory and the five-stage user entrepreneurship theory. The user entrepreneurship model is defined by identifying the specific implementation stage of the user entrepreneurship process^[5]. The second-stage user entrepreneurship theory believes that users can start their own businesses after they have accumulated complete resources needed for entrepreneurship, while the five-stage user entrepreneurship theory believes that user entrepreneurship is accompanied by the whole process of user innovation. In this process, the adjustment of user's entrepreneurial willingness affects the transformation of user's entrepreneurial model. Therefore, the entrepreneurial types with low innovation ability, low entrepreneurial willingness, and low network embeddedness characteristics are summarized as shared user entrepreneurship, and the entrepreneurial types with low innovation ability, high entrepreneurial willingness, and high network embeddedness characteristics are summarized as intermediary user entrepreneurship^{[6][7]}.

2.4. User entrepreneurship performance

User entrepreneurship performance is the data integration form of the final result of user entrepreneurship, and also the final embodiment of the commercialization of entrepreneurship results, which has the function of measuring the degree of reaching the goal^[8]. User entrepreneurship is more likely to complete the transformation of innovation capability under the network embedding, such as extreme sports product innovation, printing and typesetting technology innovation, etc., which reflect the reasonable use of scenario for user entrepreneurship, and realize the multiple improvement path of user entrepreneurship performance through output personalized design^[9].

3. Case collection and analysis

After summarizing and collecting the relevant statements of the private theater entrepreneurship cases, the business status and nature of the relevant enterprises are summarized and compared in combination with the Tianyan inspection. At the same time, combined with the grounded theory, it collects online user experience evaluations such as popular reviews and Meituan, as well as user experience discussions in relevant movie enthusiast forums and post bars. Finally, we use the keyword search to sum up valuable information, and carry out the first-level, second-level and third-level coding analysis to sum up the relationship between the variables.

Through the survey, it is found that private cinema users and entrepreneurs experience the disadvantages of time constraints when watching movies in public cinemas, and the demand for other services will reduce the effectiveness of watching movies. After experiencing the convenience of time and space brought by private cinema, I also want to operate a similar private cinema, but due to the serious problem of market homogeneity, I have not found a suitable location. Then, through the study of online "business courses", combined with the geographical location of the business circle, operating funds and other factors as reference standards, the site was finally located near the relatively remote university town, and the "student exchange group" of the school was added to collect the factors that

affect the students' sense of experience and the facilities and services they hoped to increase during the viewing. Finally, Star Space Private Cinema not only provides private boxes with different themes and specifications, It also provides snacks, simple meals and other additional services, but considering the low consumption level of target consumers, the decoration style is relatively simple. Relevant references are shown in Table 1 below.

Table 1: Data coding analysis of the evolution process of user entrepreneurship model and dynamic matching process with entrepreneurship performance

Three-level coding	Two-level coding	Primary coding	Specific examples
Intermediary user entrepreneurship	Shared user entrepreneurship	User experience	"Sitting too far in the cinema to see the screen" "Some people walk back and forth and speak loudly." "Without service guidance, the movie cannot stop playing at the beginning"
		User innovation ability	"Don't know how to manage the resources of private cinema" "Direct copy of other private theaters"
		User's entrepreneurial intention	"Thinking about building a private theater" "I'm afraid no one will come to the private theater and lose money"
	Innovation community network embedding	Relationship stability	"The owners of private theaters in this area have set up a group, and usually communicate with each other about the operation status" "I made many friends through this industry, and I also gathered in private"
		Contact strength	"We will share new business cases in the community in time" "Visit to the excellent private cinema in Huiyi District" "We will register for courses online to learn together"
		Relationship quality	"Although we all operate the same industry, we are also teachers and friends" "There is no reservation between each other. As soon as there is a new idea, it will be discussed together in the group, and the deficiencies will be improved"
		Network reciprocity	"No matter who encounters business problems, they will come up with ideas"
	User product service innovation ability	User experience upgrade	"Introduce more effective screening equipment" "Replace the seat with massage chair or large sofa"
		Additional services	"Provide snacks, coffee, and scenery decoration that can take pictures"
	Entrepreneurial performance	Entrepreneurial performance output personalized design	User experience
Scenario-based			"Private rooms with different specifications and decoration styles for lovers, family, friends and other different consumer groups"
Realize diversified profitable		Product portfolio	"Provide simple meals, books, photography, etc., and create a consumption portfolio of film and life"
		Additional products	"At the same time, we will sell high-definition commemorative images, audio and video equipment, projectors and other products"
Improve the networking embedding		Innovation community	"Operators in the same industry work together to make suggestions in the group, reduce communication costs, and generate many creative ideas"
		Multi-channel communication	"We promote and sell on many APP" "Mainly the combination of online reservation and offline consumption" "Do user research in a timely manner, and often search customers' comments on private theaters on Baidu Post Bar and Zhihu platforms"

4. Research conclusion

Combined with the achievement demand in the achievement incentive theory, user entrepreneurship can achieve multi-channel access to cutting-edge information in the industry, as well as high-quality innovative ideas. After improving the innovation ability of users' products and services, they will then pursue the transformation results of knowledge, optimize the whole process of user entrepreneurship and promote realization. The user's pursuit of high efficiency and return and the desire to realize the innovation ability further promote the improvement of the user's entrepreneurial willingness, and the information exchange in the innovation network community helps the user to screen information for entrepreneurship and avoid the challenges of excessive difficulties. At the same time, entrepreneurial users use the reciprocity and mutual benefit of the platform exchange to further promote the degree of embedding in the innovation community network, thus realizing the transformation from passive shared user entrepreneurship to intermediary user entrepreneurship. It is further found that the shared

user entrepreneurship model is only based on the user experience and is relatively optimistic about the prospect of a certain industry. Simply copying the homogeneous business model to achieve entrepreneurship, the user's entrepreneurship and innovation ability is low. The user entrepreneurship in this situation is greatly affected by the industry orientation, and the independent ability is low, so the user's entrepreneurship intention is low. However, when users are willing to share innovation ideas through communication and discussion, it will improve the scale of innovation ideas, and then promote the commercialization of user innovation, that is, the user's innovation ability has been improved. Therefore, the improvement of user's entrepreneurial willingness will drive the user's enthusiasm, and then improve the user's entrepreneurial innovation ability, and promote the transformation of user's entrepreneurial model from sharing to intermediary.

The entrepreneurial users in the private cinema mode promote the interaction of knowledge among the innovation subjects by virtue of close interaction, frequent contact and the principle of mutual benefit and mutual trust, so as to improve the innovation ability of users' products and services, that is, promote the growth of users' entrepreneurial and innovative performance. It is further found that this innovation can help to break the unilateral channel of information resources acquisition, create a multi-channel user innovation capability under the leadership of the platform, and realize the transformation of information resources. The deep integration of product and service innovation capability cultivation and user innovation community network also promotes the growth of user entrepreneurship performance, which is mainly manifested in the personalized design of product portfolio, the diversified development of profit methods, and the network embedding of product and service innovation capability.

Finally, the user entrepreneurship model lacking resources has low entrepreneurial willingness and initiative. Most of them obtain the necessary resources for entrepreneurship through single and unilateral channels. This process reduces the input-to-production ratio. At the same time, the lack of resource utilization leads to extremely low innovation performance of user entrepreneurship, which is not conducive to the long-term development of enterprises. Subsequently, users develop into independent users with high entrepreneurial ability and entrepreneurial willingness, break the unilateral channel to promote the growth of user entrepreneurial performance, and at the same time promote the transformation of survival performance to growth performance.

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