

FACTOR AFFECTING CONSUMER'S DECISION TO PURCHASE MOBILE PHONES IN HENAN PROVINCE

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Abstract: The objectives of this research were: 1) To study the demographic characteristic of customers' mobile phone purchase affecting their decision select mobile phone in Henan province. And 2) To Study the influence factors of 7P marketing mix on consumers mobile phone purchase affecting their decision select mobile phone in Henan province. The sample group in the study was 400 peoples use the mobile phone consumers in Henan Province. By using questionnaires as a tool to collect data statistics used in the analysis. These are frequency, percentage, mean and standard deviation, and the statistics used in the test multiple Linear regression analysis.

Major Findings: 1) Consumers' demographic characteristic of different age, gender, income, education background and profession are the obvious and important factors that influence consumers' decision to purchase mobile phone in Henan province. 2) Marketing mix strategy of product, price, place, people, promotion, process and physical influence consumers' decision to purchase mobile phone in Henan province with statistical significance at 0.05.

Keywords: Mobile Phones, Decision to Purchase

1. Introduction

With the progress of the times and the rapid development of society, mobile phones have become an indispensable part of people's daily life, and also a necessity of our modern life. At the same time, they are also the product of the times under the environment of rapid economic development and rapid changes in science and technology. As a product of the information age, they have created a vigorous business opportunity in the wireless communication market. Mobile phones have now become a necessity for people to go out, whether from work or life. Nowadays, mobile phones are increasingly inseparable from the use of mobile phones. From the original simple communication and call function to the current digital currency payment, mobile office, wireless calls, entertainment games, the use of multi-function software, online shopping, online social networking, listening to songs and watching movies and other functions, mobile phones have increased. With the renovation and iteration of mobile phone use functions, when these functions facilitate people's lives, The prices and charges of mobile phones are also increasingly meeting the needs of the development of social trends. From the luxury "big cell phone" that few people can afford to buy before to the feature phone that is simple, portable, single function and cheap later, to the 3G smart phone that can access the Internet later, to the 4G smart phone that is updated and iterated later, and to the 5G smart phone that is widely used now, the previous mobile phones have gradually withdrawn from the market, and now 5G smart phones have gradually become an electronic product for daily consumption.

Due to the changing market environment, young Chinese consumers are often affected by various market stimuli to influence their consumption orientation. Consumers' choice of products, especially in mobile phone consumption, has become increasingly complex. With the continuous improvement of social informatization and people's living standards, consumers are dazzled by all kinds of mobile phones. In order to compete for the market, mobile phone manufacturers of all types are constantly renovating their sales promotion activities. The sales cooperation between communication operators and mobile phones is also increasingly diversified. The

mobile phone market has become a market with fierce competition and endless technological innovations. As the research of Wang Zhuo (2022) In conclusion, Under the background of consumer segmentation, consumers are divided into original consumers and new consumers. The different purchase preferences of the two types of consumers for two mobile phone brands are analyzed, and the pricing strategies of mobile phone manufacturers under different market demand models are discussed. In line with the research of Chalenee Burin (2019) conducted research on Influential factors of consumers' choice of Chinese mobile phone brands from the aspects of products, prices, channels and promotion of 4P marketing strategies and. Thai consumers. And Liu Tianzheng (2014) conducted research on domestic smartphone consumers in Chengdu, and Use the 4P marketing strategy combination to make targeted marketing strategy research on domestic smart phones, and provide guidance for domestic mobile phones Pin provided some comments.

As the mobile phone market is becoming more and more prosperous, the mobile phone communication industry has become an important economic pillar of the country. At the same time, it has created a lot of jobs and related industries, which has improved social and economic development. However, when consumers dominate the market, the primary task of enterprises is to determine the needs and characteristics of each target market customer. Only by understanding consumers' consumption behavior and the key factors affecting consumers' purchase decision-making process can we formulate appropriate marketing strategies and design diversified products to meet consumers' increasingly complex and personalized needs, and then establish long-term customer relations with consumers, so as to improve the enterprise's invincibility in the increasingly fierce competition trend. However, in the face of this increasingly competitive market, how to preserve the competitive advantage is an eternal theme for enterprise survival and industry development.

Research Objectives

The researcher is interested in studying

1. To study the demographic characteristic of customers' mobile phone purchase affecting their decision select mobile phone in Henan province.
2. To Study the influence factors of 7Ps marketing mix on consumers mobile phone purchase affecting their decision select mobile phone in Henan province.

2. Literature Review

The topic in this research is Factor affecting decision to purchase mobile phone of consumer in Henan Province Making the research results useful and achieving the established literature review is divided into 3 parts:

- 2.1 7Ps of the Marketing mix
- 2.2 Decision making theory
- 2.3 Theory of consumer behavior

2.1 7Ps of the Marketing mix

Jia Zengguang (2022) introduced the 7Ps combination. Marketing incentives are composed of 7 "P": 1. price 2. product 3. place 4. promotion. 5. people 6. process 7. physical evidence. Other incentives mainly exist in the purchase environment, including the influence of economic, technological, political and cultural factors. Consumer behavior is affected not only by psychological factors such as personal needs, cognition, learning, view, age, work pattern, self-image, personality and other personal factors, but also by family, social class, reference group and cultural factors.

Li Jindong (2013) Based on the 7Ps theory, the service marketing work of private banks has been carefully studied, diagnosed and proposed. And then demonstrate according to the problems, and put forward improvement direction and suggestions.

1. Products refer to tangible goods or intangible services that can meet one's own needs when traded with currency, In the current research, product refers to smart phone.
2. Price refers to the exchange index of commodity smartphones and currency, and is also the currency

- expression of value. In this study, it refers to the monetary value, capability, service, etc. of smart phones.
3. Place: There are two factors to consider: distribution channels and distribution of products to the market.
4. People: The study population refers in the 7P are consumers who decide to buy smartphones in Henan Province, China.
5. Promotion refers to a way for smart phones to encourage customers to buy smart phones through various ways and channels.
6. Process is to decide to purchase a smart phone through certain procedures for service consumers.
7. Physical evidence: Appearance and product packaging of the product Smartphone Marketing mix theory is a tool that marketers should understand. Manage and control internal factors to stimulate consumers' purchase demand. It can stimulate and improve the understanding of consumer problems, needs and demands. And satisfaction with products and services. This will benefit organizations that meet all stakeholders.

All of the above help stimulate the buyer's response.

As a key part of consumers' purchase behavior, consumers' purchase decisions are multi-stage and even cross. The decision-making process of time and space involves many links and influencing factors. Therefore, in order to deeply understand consumers' purchase decisions, it is necessary to analyze consumers' purchase behavior and the influencing factors of purchase decisions. Many scholars have done relevant research in this regard:

The research on consumer purchase behavior is mainly divided into macro research and micro research. At the macro level, consumer psychology and behavior is a very complex process. Scholars describe the demographic characteristics and consumer behavior characteristics of consumer groups to perform descriptive research. Descriptive statistics usually link the concept of lifestyle with consumer behavior. Some surveys on consumer behavior in Henan, China, most of which are lifestyle surveys, measuring the four-dimensional lifestyle proposed by Engel, Engel Blackwell and Kollat. At the micro level, it has carried out research on the specific information communication of consumers, purchase decision-making process, product use, and consumers' attitude towards brands. Such research usually involves consumers' cognition, attitude, decision-making process, purchase intention and other specific purchase behaviors. In addition, researchers began to include emotional, environmental and other factors in research within the scope.

2.2 Decision making theory

Engel Kollat Blackwell model (EKB)

Zhu Lijuan (2011) introduced EKB model. The EKB model was developed by Engel, Kollat and Blackwell in 1968. It was proposed in and revised in 1984, which is more detailed and complete in the current consumer behavior model, And a systematic pattern architecture. EKB mode consists of five parts: 1) message transmission Enter; 2) Information processing; 3) Decision making process; 4) Decision process variables; 5) Outside. Boundary impact. For the decision-making process of consumers and the sources of factors affecting the decision-making process. Discuss in detail. Therefore, EKB mode is characterized by taking the decision-making process as the center and combining relevant. Is formed by the interaction of internal and external factors, and the consumer behavior is regarded as a continuous process, rather than Individual actions. This mode has three advantages: 1) Integrity: The variables covered by the EKB model are quite comprehensive, which can explain consumer behavior The whole process of. 2) procedure: variables with relevance in EKB mode will be connected in the symbolic direction, It makes it easy for researchers to confirm the relationship between variables, and at the same time, it is conducive to the establishment of hypotheses based on the research results Ming. 3) Dynamic: EKB mode integrates many scholars and experts' views on consumer behavior Law, and has been amended many times, so it can be called a fairly complete consumer behavior model.

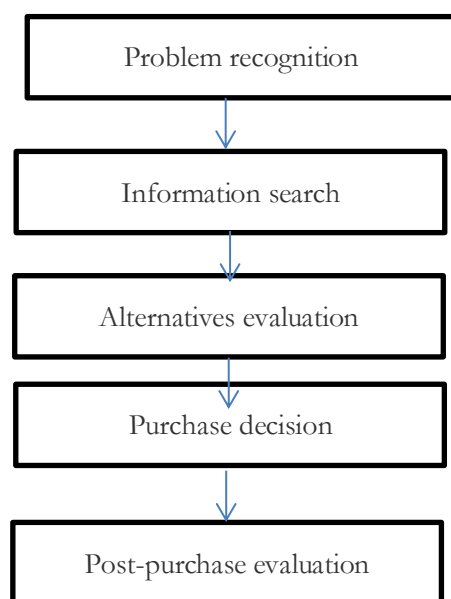


Figure 1: Five step model in the consumer decision-making process

Source: Chuchai Smithkrai (2019)

Consumer Behavior Model S-O-R

Xu Xiaojuan (2015) introduced S-O-R model. S-O-R (stimulus organism response) model is evolved from the behaviorist S-R model (stimulus response). With the change of people's psychological understanding, people gradually realize that the information processing process starts with a physical stimulus, then receives the external stimulus through perception, makes decisions after processing by the nervous system, and finally outputs the action response. The simplified S-O-R model. The general model is also known as the S-O-R model. The S-O-R model is a concept in psychology. S represents stimulus, R is the reflection generated, and O is the intermediary connecting the two. It can also be understood as the consumer's consciousness, which is the consumer's psychology about purchasing. The whole process is shown in Figure 2. This model shows that consumers' purchase behavior is caused by stimulation. This stimulation may be caused by external environment, or it may be caused by internal psychological factors. After some stimulation, consumers will have a very wonderful psychological change. This change can promote the purchase behavior. At the same time, after the purchase behavior is generated, consumers will also make comments on the purchase.

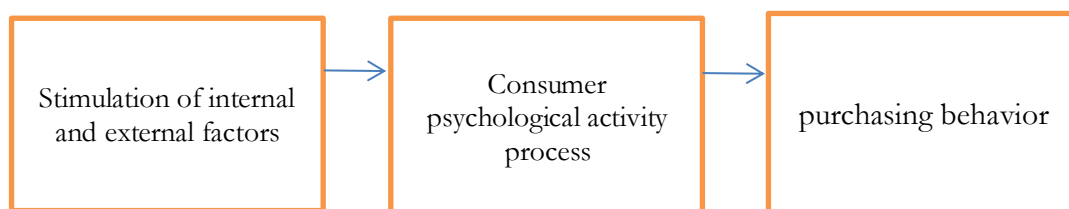


Figure 2: S-O-R mode diagram

Source: Xu Xiaojuan Research on user churn of social networking sites based on S-O-R theory (2015)

2.3 Theory of consumer behavior

There are many western scholars' views on the definition of consumer behavior. Since the 1980s, different scholars have given their own definitions from different perspectives. Up to now, there are a lot of researches on consumer behavior at home and abroad, and the views given are not completely the same. After the precipitation of time, a series of valuable conclusions have been drawn. Consumer Behavior is also a comprehensive discipline. Its structure and significance cover a variety of disciplines, including marketing, economics, psychology, sociology and many other fields. It is also the integration of these disciplines. Consumer behavior is the most universal behavior activity in human social life. It is all the behavior activities of consumers to purchase goods to meet certain needs, the external expression of consumer psychology, and the comprehensive embodiment of consumers' internal activities and purchase actions in their purchase activities.

Van Doorn (2013) pointed out that consumer behavior can be called the choice of researchers, groups, companies and their business processes to use to promote their products, services, experiences, ideas, needs and needs. These activities have a great impact on customers and the whole society. He further argued that consumer behavior varies from person to person, which depends on various other factors and purchase decisions. For example, purchase habits and preferences are mainly affected by people's psychological and social needs.

Consumer Behavior (2015) pointed out that every consumer has multiple needs and scarce resources. Therefore, customers make purchase decisions to maximize their satisfaction with scarce resources. His balanced position has not changed the way he spends.

The Consumer Behavior (2016) pointed out that consumer behavior is used by individuals, groups or organizations to select, protect, use or delete products, services, experiences or ideas that meet needs, including their impact on consumers and society. It involves psychology, sociology, social anthropology, marketing and economics. For example, the buyer's decision is influenced by many factors, such as every consumer, family, friend, sports, reference group and society. Customers play three roles: user, payer and buyer. It is observed that it is difficult for marketing to confirm the importance of customers or buyers, focusing on consumer loyalty, customer relationship management and one-to-one marketing. Therefore, the Marketing Department began to plan to provide services to meet the end of the cycle from the production stage to the final destination customer. American Marketing Association (American Marketing Association, 2016) Define consumer behavior Meaning means that consumers transform their roles and functions through exchange, including consumers' perception and recognition The sum of knowledge, ideas, exchange actions and environmental impacts.

Michael R.Solomon (2018) Emphasize elimination The continuity of the behavior process of the consumer is that two or more individuals or groups are trying to obtain something valuable Exchange and overall process after exchange.

The consumer behavior discussed in this paper refers to the sum of a series of activities in which consumers evaluate, select, purchase and use goods, services and other consumption objects according to their own needs and under the control of consumer psychology. This includes four levels: (1) Demand level: what kind of demand do consumers have, that is, what is the demand? (2) Behavior: Under the control of consumer psychology, what actions will consumers take, that is, consumer behavior is affected by various factors? (3) Consumers: consumers can purchase goods or services. (4) Consumption process: consumer behavior is not only the behavior occurring in the purchase process, but also includes the selection before purchase, as well as the use and evaluation process after purchase.

The Conceptual Framework

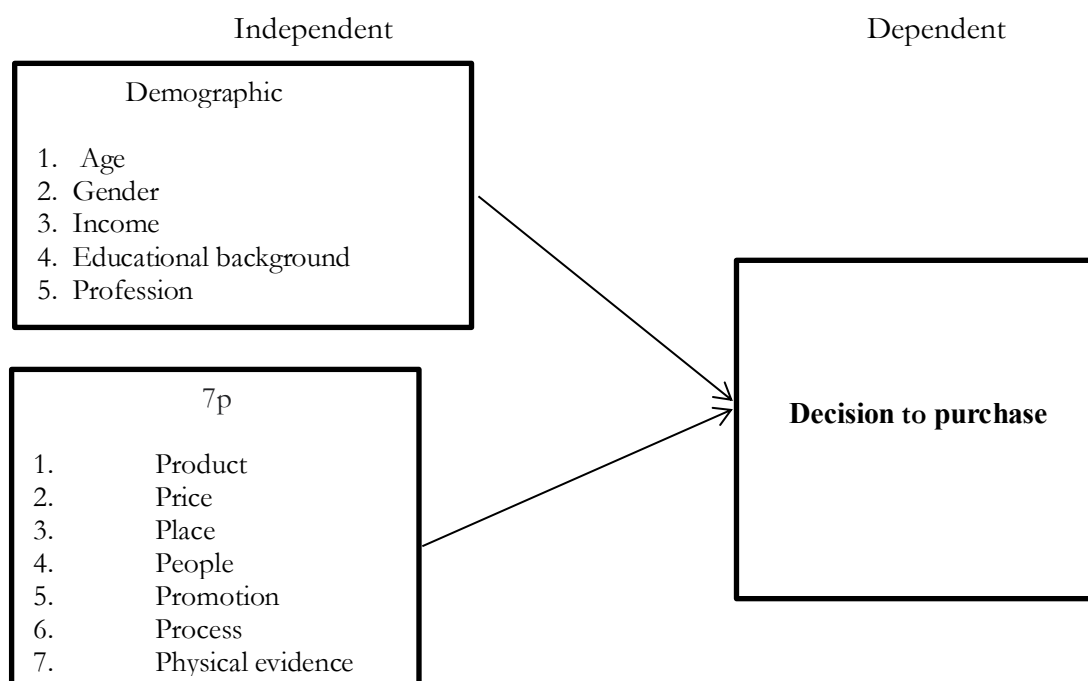


Figure 3: Research concept framework

3. Methods

The population studied in this study were consumers choosing mobile phones in Henan Province of China since 2022 (reference, year). Use stratified random sampling technique to select the respondents, total 400 persons, which suitable under the formula of Taro Yamane (1973), $n = N / 1 + N(e)^2$, n refer to the sample size, N refer to the number of people in the population and error at 5%, Substitute numbers in formula:

$$\text{Formula } n = \frac{N}{1 + Ne^2}$$

When

n =number of samples

N =population (99,000,000 random personnel)

E =tolerance between the sample and the accepted population mean, set to 0.05.

Therefore, replace the value with the formula :

$$n = 99,000,000 / 1 + 99,000,000(0.05)^2 \approx 400$$

According to the collected sample data, 400 is simple random sampling valid samples meet the data requirements.

Descriptive statistics analysis. The questionnaire part 1 used the frequency, percentage, mean and the questionnaire part 2 used the mean, standard deviation to describe general information from the sample and analysis of opinion data, independent variables and dependent variables.

4. Results

Most respondents were 56.25% men and 43.75% women. The age range is 25-40 years old, accounting for 35.25%, followed by 19-24 years old, accounting for 29%, and the respondents aged over 61 years old are the

least, accounting for 5%. The highest proportion is 60.25% with bachelor's degree, 18.5% with master's degree and 7% with doctor's degree. Government officials accounted for 8.5%, personal business accounted for 28.75%, students accounted for 19.5%, and businessmen accounted for 11%. 8.25% below 3000 yuan, 54.5% between 3000-5000 yuan, 25.25% between 5001-7000 yuan and 4.25% above 9000 yuan.

Analysis of opinion data about product factor

Table 1 Shows the mean and standard deviation of the opinion level of product

Product	\bar{x}	S.D.	Opinion level
1.Appearance design of mobile phone.	4.45	1.18	Strongly Agree
2. Size of mobile phone.	3.96	0.75	Strongly Agree
3. High quality materials used in mobile phone production.	4.74	1.69	Strongly Agree
4.Additional functions of mobile phone (photo taking, video recording, MP3, etc.)	4.25	1.10	Strongly Agree
5.The battery life of the mobile phone.	4.51	1.26	Strongly Agree
total	4.382	1.196	Strongly Agree

From Table 1, it was found that the respondents' opinions about product factors a Strongly Agree level (\bar{x} = 4.382, S.D = 1.196). The results show that the product factors of mobile phone purchase will affect consumers' consumption behavior. The average order is Question 1.3(\bar{x} = 4.74), Question 1.5(\bar{x} = 4.51), Question 1.1(\bar{x} = 4.45), Question 1.4(\bar{x} = 4.25), and Question 1.2(\bar{x} = 3.96).

Analysis of opinion data about price factor

Table 2 Shows the mean and standard deviation of the opinion level of price

Price	\bar{x}	S.D	Opinion level
1.Reasonable pricing of mobile phones.	4.05	0.83	Strongly agree
2.The charge for after-sales maintenance of mobile phones is reasonable.	4.17	0.94	Strongly agree
3.The price of various mobile phone accessories.	4.17	0.90	Strongly agree
Total	4.13	0.89	Strongly agree

From Table 2, it was found that the respondents' opinions about Price factors a Strongly Agree level (\bar{x} = 4.13, S.D = 0.89). The results show that the Price factors of mobile phone purchase will affect consumers' consumption behavior. The average order is Question 2.2(\bar{x} = 4.17), Question 2.3(\bar{x} = 4.17), and Question 2.1(\bar{x} = 4.05).

Analysis of opinion data about place factor

Table 3 Shows the mean and standard deviation of the opinion level of place

Place	\bar{x}	S.D	Opinion level
1.There are many distribution channels, such as department stores, agents, communication operators, etc.	4.16	0.89	Strongly agree
2.Official flagship store of online brand.	4.53	1.27	Strongly agree
3.The offline location and transportation of businesses are convenient.	4.34	1.05	Strongly agree
4.The environment atmosphere of the business makes me have a desire to buy.	4.34	1.06	Strongly agree
Total	4.3425	1.0675	Strongly agree

From Table 3, it was found that the respondents' opinions about Place factors a Strongly Agree level (\bar{x} = 4.3425, S.D = 1.0675). The results show that the Place factors of mobile phone purchase will affect consumers' consumption behavior. The average order is Question 3.2 (\bar{x} = 4.53), Question 3.3 (\bar{x} = 4.34), and Question 3.4 (\bar{x} = 4.34), last is Question 3.1 (\bar{x} = 4.16).

Analysis of opinion data about promotion factor

Table 4 Shows the mean and standard deviation of the opinion level of promotion

Promotion	\bar{x}	S.D	Opinion level
1.The salesperson provides clear product purchase suggestions.	4.33	1.16	Strongly agree
2.Advertise through various social media to generate the impulse to buy mobile phones.	4.32	1.04	Strongly agree
3.A star advertises a certain brand of mobile phone.	4.35	1.12	Strongly agree
4.There are product discounts and other promotional activities being promoted.	4.54	1.33	Strongly agree
5.TV advertising strongly promoted me to buy mobile phones.	4.39	1.14	Strongly agree
6.Advertisements on the internet have caused me to buy/replace my mobile phone.	4.17	0.96	Strongly agree
Total	4.35	1.125	Strongly agree

From Table 4, it was found that the respondents' opinions about Promotion factors a Strongly Agree level (\bar{x} = 4.35, S.D = 1.125). The results show that the Promotion factors of mobile phone purchase will affect consumers' consumption behavior. The average order is Question 4.4 (\bar{x} = 4.54), Question 4.5 (\bar{x} = 4.39), Question 4.3 (\bar{x} = 4.35), Question 4.1 (\bar{x} = 4.33), Question 4.2 (\bar{x} = 4.32) and Question 4.6 (\bar{x} = 4.17).

Analysis of opinion data about people factor

Table 5 Shows the mean and standard deviation of the opinion level of people

People	\bar{x}	S.D	Opinion level
1.The idea of buying mobile phones recommended by my family/ friends.	4.27	1.02	Strongly agree
2.My peers use higher-grade mobile phones than me, which makes me have the idea of buying mobile phones.	4.32	1.11	Strongly agree
3.To some extent, mobile phone is a symbol of identity/status/personality.	4.08	0.85	Strongly agree
Total	4.22	0.99	Strongly agree

From Table 5, it was found that the respondents' opinions about people factors a Strongly Agree level (\bar{x} = 4.3425, S.D = 1.0675). The results show that the people factor of mobile phone purchase will affect consumers' consumption behavior. The average order is Question 5.2 (\bar{x} = 4.32), Question 3.1 (\bar{x} = 4.27), and Question 5.3 (\bar{x} = 4.08).

Analysis of opinion data about process factor

Table 6 Shows the mean and standard deviation of the opinion level of process

Process	\bar{x}	S.D	Opinion level
1. Merchants support multiple payment methods.	4.2	0.92	Strongly agree
2.Quality service of merchants.	4.41	1.17	Strongly agree
3.Businessmen provide timely product warranty and after-sales maintenance services. Timely provide product warranty	4.4	1.12	Strongly agree

and after-sales service

Total 4.34 1.07 Strongly agree

From Table 6, it was found that the respondents' opinions about process factors a Strongly Agree level (\bar{x} = 4.34, S.D = 1.07). The results show that the process factors of mobile phone purchase will affect consumers' consumption behavior. The average order is Question 6.2 (\bar{x} = 4.41), Question 6.3 (\bar{x} = 4.4), and Question 6.1 (\bar{x} = 4.2).

Analysis of opinion data about physical evidence factor

Table 7 Shows the mean and standard deviation of the opinion level of physical

Physical evidence	\bar{x}	S.D	Opinion level
1.Good brand reputation.	4.56	1.33	Strongly agree
2.There are a variety of goods on display.	4.31	1.03	Strongly agree
3.The introduction of mobile phone product manual is detailed	3.89	0.73	Agree
Total	4.25	1.03	Strongly agree

From Table 7, it was found that the respondents' opinions about Physical evidence factors a Strongly Agree level (\bar{x} = 4.25, S.D = 1.03). The results show that the Physical evidence factors of mobile phone purchase will affect consumers' consumption behavior. The average order is Question 7.1 (\bar{x} = 4.56), Question 7.2 (\bar{x} = 4.31), and Question 7.3 (\bar{x} = 3.89).

Evaluate the decision to buy a mobile phone.

Table 8 Shows the mean and standard deviation of the opinion level of decision to purchase

Decision to purchase	\bar{x}	S.D	Opinion level
1.I need to buy a mobile phone.	4.63	1.45	Strongly agree
2.Know the mobile phone you want to buy through advertising, internet and other ways.	4.53	1.27	Strongly agree
3.Compare whether to buy online or offline brand stores before purchase.	4.09	0.83	Strongly agree
4.Purchase mobile phone on the network	3.94	0.74	Neutral
5. Recommend your mobile phone to friends.	4.35	1.10	Strongly agree
Total	4.308	1.078	Strongly agree

From Table 8, it was found that the respondents' opinions about Decision to purchase a Strongly Agree level (\bar{x} = 4.308, S.D = 1.078). The results show that the Decision to purchase of mobile phone purchase will affect consumers' consumption behavior. The average order is Question 4.3.1 (\bar{x} = 4.63), Question 4.3.2 (\bar{x} = 4.53), Question 4.3.5 (\bar{x} = 4.35), Question 4.3.3 (\bar{x} = 4.09) and Question 4.3.4 (\bar{x} = 3.94)

5. Discussion

(1) Consumers' demographic characteristic of different age, gender, income, education background and profession are the obvious and important factors that influence consumers' decision to purchase mobile phone in Henan province.

(2) Marketing mix strategy of product, price, place, people, promotion, process, physical influence consumers' decision to purchase mobile phone in Henan province with statistical significance at 0.05.

At present, there are many brand flagship experience stores in the mobile phone market in Henan, which have prototypes of various models and colors to provide customers with a good experience before purchase and have a full understanding of the brand's products and more brand culture, product culture and corporate culture are injected into the market, so that consumers can understand you, get close to you, and contact you. Because no matter what way or channel customers buy the mobile phone, the ultimate winner will still be the enterprise.

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