

A Study on the Influence of Consumers on the Experience in the Process of E-Business Enterprise Trust Preservation

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Abstract: The foundation of social prosperity and the development of market economy is people, and the trust of people as consumers to enterprises is the fundamental basis to realize the growth of consumption behavior and economic benefits of enterprises. At present, with the rapid development and wide application of information technology and network technology, the commodity transaction behavior based on network platform has formed the rise of electronic commerce, which is based on the application of network platform and information equipment terminal and realizes rapid development and extensive promotion through the effective link of logistics transportation. If the consumer does not trust the e-commerce enterprise, it will hinder the development of the e-commerce market. Therefore, based on the cognitive theory, the theory of self-perception and the establishment of the technology model, this paper puts forward the conceptual model and hypothesis research of the consumer's role in the trust experience of the e-commerce enterprise, and then analyzes the information collection satisfaction and the perception of the online e-commerce platform's commodity education satisfaction on the basis of the cognitive theory, the theory of self-perception and the establishment of the technology model.

1. Introduction

It is based on mutual trust that both the business side and the consumer can achieve the transaction. Lack of trust in the trade of goods will be a lot of problems, many transactions are due to lack of enough trust and lead to the failure of the trade. The role of trust lies in both sides of the transaction, that is, the consumer based on the trust of the enterprise in the process of the elimination of uncertainty, and then achieve the purpose of the transaction. From the point of view of business transaction, if the consumer does not trust the enterprise, the process of its transaction will inevitably be flawed, thus causing unnecessary disputes, which is one of the reasons for the frequent occurrence of rights protection and increased cost between enterprises and consumers. In e-commerce transactions, because consumers can only understand the specific information of goods through video images, pictures and other media, resulting in the process of trading defects, which will cause consumers to lack trust in e-commerce enterprises, this factor will continue to be affected by a variety of factors and gradually increase, the final transaction cannot be carried out. The transaction relationship between e-commerce enterprises and consumers will remain permanently in the demand stage, and consumers will often feel that they will bear great risks in dealing with e-commerce enterprises, and e-commerce enterprises will not be able to achieve the improvement of economic benefits and the growth of enterprises. According to the current state of e-commerce development, to achieve the development of new customers, e-commerce enterprises need to invest far more than five times the cost of maintaining old customers to achieve[1]. Therefore, the maintenance of old customers for every e-commerce enterprise is very important.

2. Theoretical Background of Consumer's Trust in E-Commerce Enterprises

From the perspective of economics and psychology, consumers must pay enough attention to the trust of e-commerce enterprises in e-commerce. From the academic point of view, the factors that affect the degree of trust of consumers to enterprises mainly include third-party authentication, network security level and infrastructure construction, implementation level of personal privacy

protection policy, scale strength of e-commerce enterprises, reputation and reputation of enterprises, stability and practicability of network business platform. The research on the trust of e-commerce consumers to enterprises has always existed since the beginning of the promotion of e-commerce, and the social circles have also carried on the study of the way of enterprise management and credit guarantee and consumer trust enhancement. Most scholars will analyze the consumer's perception and subjective thought to find the core of the problem and realize the research on the characteristics of both sides of the transaction, and some experts and scholars will consider the change of consumer's trust in the enterprise from the aspects of cultural factors, market economic dynamics and related systems and policies. However, these studies are often through the acquisition and analysis of one of the parties in the transaction, the result of the lack of persuasion, the main condition of trust is influenced by the concept of environment, market economy and business operation. In specific cultural contexts, people are more likely to increase their level of trust by operating relationships and trying to interact [2].

In recent years, China's e-commerce market has become more and more popular, with the gradual increase of consumer trust in e-commerce enterprises, the economic operation speed of e-commerce market has been greatly improved. For example, at present, people trust more and commonly used e-commerce market platform including JingDong Mall, Taobao and other domestic large brand e-commerce platform, which will make the necessary credit evaluation of e-commerce enterprises, in order to enhance the degree of consumer trust in enterprises.



Figure 1 Consumer trust in e-commerce companies

In order to experience the trust of consumers to e-commerce enterprises, we need to combine different angles and a lot of practical investigation and analysis to get effective reference information.

At present, the theoretical background of consumer's trust in e-commerce enterprises is mainly combined with epistemology and self-perceive theory. Occurrence epistemology is the philosophical establishment of the consumer's understanding and understanding of a thing, which was first proposed by the Swiss psychologist Piaget. Actually belongs to the practice research epistemology new discipline. Occurrence epistemology can be understood as the theory that the individual cognitive structure takes place in the development process. It reveals the cognitive law that people gradually form in the process of learning and perception, and reveals the factors contained in the learning environment of how to happen, how to construct meaning and how to form concepts. They believe that the result of the interaction between the individual's internal psychological effects and external stimuli is that of the individual's experience and cognition, rather than simply being stimulated by any party[3].

The theory of self-perception refers to the decision attitude produced by people by observing and thinking about their own behavior. The focus is on behavior before attitude, existing behavior, and experience.



Figure 2 Structural framework of self-perception theory

3. The Conceptual Model of Consumer's Trust in E-commerce Enterprises to Maintain Experience

In order to study and analyze the influence of consumers on the trust-keeping experience of e-commerce enterprises, it is necessary to collect and analyze the information generated by the enterprise interaction through the perspective of the consumer who has purchased the product and produced the service behavior on an enterprise website, and use the actual online shopping process, including the information feedback after purchase, to construct the model of interactive purpose, interactive experience and so on. The experience here is mainly about the experiences and psychological activities and subjective judgments that consumers experience in the process of interacting with e-commerce enterprises [4]. According to the theory of self-perception, the consumer acquires the experience perception after the previous behavior. According to the technology acceptance model, the basic characteristics of the perceived enterprise website will have a certain influence on the consumer's intention to use the enterprise website. Therefore, the interactive experience of consumers and e-commerce enterprises in the process of information collection and online transaction behavior will affect consumers' judgment and cognition of e-commerce enterprises, and consumers' cognition of enterprise websites will also affect their trust in this e-commerce enterprise[5].

4. Discussion of the Findings

In fact, it can be analyzed from the model research summary of the above content that consumers will have some cognition about e-commerce enterprises in the process of searching related information of online shopping, which can feel the relationship experience of process in information search and shopping behavior, that is, experience and feeling, these factors will affect consumers' cognition of the characteristics of e-commerce enterprises, and will also affect consumers' influence on the continuous trust experience of e-commerce enterprises. This will also be affected by consumer subjective judgment and corporate information feedback and other factors[6]. At present, consumer trust in e-commerce companies has grown, as shown in figure 3:



Figure 3 Current factors influencing consumers' trust in e-commerce enterprises

The higher the satisfaction of consumers after the experience of shopping on a large number of enterprise websites, the higher their trust in the enterprise. Information search satisfaction and online shopping behavior perceive the ease of use, practicability and security of the enterprise through intermediary variables. This shows that consumers' trust in enterprises will be maintained through E-commerce network transactions, and its trust mechanism exists objectively in the field of E-commerce.

5. Conclusion

According to the construction of the cognitive theory and the extensive investigation of the experience of realizing the commodity transaction and the consumer service experience, the consumer's theory of maintaining trust in the e-commerce enterprise needs to explore the field of e-commerce from the perspective of the cognitive theory, carry on the basic theory and put forward the experience influence from the perspective of the consumer, the consumer makes the basic characteristic cognition of the enterprise on the basis of the basic characteristic of the e-commerce and the model of the technology reception, and its concrete behavior to the interactive process of the consumer and the e-commerce enterprise, the experience should be subdivided into the information search experience and the actual shopping experience on the basis of the consumer search experience, and the construction of the conceptual model of the consumer trust. Therefore, e-commerce enterprises in the product information display and the actual sales process must maximize the accuracy and authenticity of commodity information, enterprise information, but also to be able to achieve a rapid response to consumer information, provide reliable and good service, in order to gain trust from consumers, so that they can enhance the shopping experience in the process of trading, build up easy-to-use, safe and efficient trust in the enterprise website, so as to maintain the existing enterprise website platform to purchase product consumer trust to ensure the stability and continuous increase of customer resources to support the strategic development of the enterprise.

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