STUDY ON THE DECISION-MAKING FACTORS OF MOBILE PURCHASE-TICKRT APP USERS--TAKING CTRIP AS AN EXAMPLE

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5817193064

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT

OF THE REQUIREMENTS FOR

THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

GRADUATE SCHOOL OF BUSINESS

SIAM UNIVERSITY

2017

STUDY ON THE DECISION-MAKING FACTORS OF MOBILE PURCHASE-TICKRT APP USERS--TAKING CTRIP AS AN EXAMPLE

Thematic Certificate

To

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This Independent Study has been approved as a Partial Fulfilment of the Requirement of International Master of Business Administration in International Business Management

Advisor: Shun-Chieh Chang Date: 2017 / 12 / 25

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Date: 05 / 01 / 2018

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Abstract

Title: Study on the decision-making factors of mobile purchase-ticket app users--taking Ctrip as an example

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Major: Business Administration

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2017 / 12 / 25

Mobile purchase-ticket app is based on wireless network or 4G network, with more convenient equipment as the carrier. With the rapid development of Internet technology and smartphone, it has changed people's way of life, changing from the former traditional purchase-ticket mode and online mode to the current mobile terminal network. In this study, through the combination of traditional Technology accept model and user's needs, get our consumer purchasing decision - making factor, analyzes the overall changes of each consumer in the actual research process by means of quantitative analysis. In this paper, Ctrip enterprises as an example, through regression analysis to verify the user's perception of mobile ticketing app usefulness, Perceived ease of use,User's perceived risk,satisfaction and loyalty to using the app. By the results of the analysis, making the theoretical assumptions about these variables.

According to the results of the study, female attach more importance to ease of use and usefulness than male, while mail are more focused on loyalty and satisfaction than female. From the educational background, both bachelor degree or above score significantly higher than that of high school and below, indicating indicating the higher educated the purchasing decision ability will be stronger. From

the level of income, the 5000-8000 Yuan group is more loyal purchase-ticket app's usability and ease of use, income in the 2000 - 5000 Yuan group more pay attention to app purchase satisfaction, income in more than 8000 Yuan of group more pay attention to potential risk of products. Perceived usefulness and ease of use directly affect the user's attitude and intention to use, which is higher and the user's intention to use will be stronger. Satisfaction directly affects the user's attitude, the user's satisfaction is higher, the intention of the usage will be stronger. Perceived risk and the intention of usage of product loyalty have a positive effect, but the impact is not significant, so it is not an important factor affecting the user's attitude.

Keywords: Mobile Purchase-ticket App; Purchase Decision; TAM; Ctrip Network

摘　要

题目:　移动购票 APP 用户购买决策因素研究-以携程网为例

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2017 / 12 / 25

移动购票 app 是以无线网或 4G 网为基础，以比较方便的设备作为载体。随着互联网技术以及智能手机的快速发展，使得人们的生活方式发生很大改变，由之前传统的和互联网的购票方式转变成现在的移动终端购票.本次研究通过传统的技术接受模型，以及用户的需求，得到我们的购买决策因素。通过定量分析，分析每个用户的在每个实际研究过程中的变化。本文以携程网企业为例，通过回归分析，验证用户对移动购票 app 的感知有用性、感知易用性，用户对产品的感知风险，对使用 app 的满意度和忠诚度。根据分析结果，对这些变量提出理论假设。

通过此次研究结果表明，从性别上来看，女性比男性更加注重产品的有用性和易用性。男性比女性更加注重 app 的忠诚度和满意度。从学历上来看，本科学历及以上得分高于高中及以下，这就说明学历越高，购买决策能力就越强。从收入水平来看，5000-8000 的用户注重产品的有用性、易用性。2000-5000 的用户更加注重产品使用后满意度，8000 以上的用户更加注重产品的潜在风险性。感知有用性和感知易用性能够直接影响用户的态度以及用户使用意愿,其两者值越高,用户的使用意愿就越强。满意度能直接影响消费者的态度,顾客满意度越高,使用意愿就越强。感知风险以及产品使用的忠诚度虽然有着正向的影响，但影响并不显著，因此两者并不是影响用户态度的重要因素。

关键词：移动购票 app；购买决策；技术接受模型；携程网

Acknowledgements

I have been here for two years in Siam University. Now I am going to graduate from here and I would like to express my truly appreciation to my parents,teachers and friends. Thanks for my parents to support my studying abroad ,and thanks to the learning platform provided by Siam University. I learned a lot of knowledge with my friends from our teachers.

First, My deepest gratitude also extend to my parents who have been assisting ,supporting and loving for me all of my life. Thank for my parents to provide my studying abroad. Thank you!

Second, I would like to express my heartfelt gratitude to teachers in International college of Siam University who have helped me directly and indirectly in my studies, from whose devoted teaching and enlightening lectures, I have benefited a lot and academically prepared for the thesis .

Last, Thanks to my friends who have given me the warm help and precious time to work out my problem during the period of studying abroad.

Content

CHAPTER 1

INTRODUCTION

1.1 Research Background

With the development of the Internet and mobile terminal, most of people will choose to check the ticketing information and purchase by the mobile Internet. According to the relevant survey, the people used the mobile ticketing app to purchase ticket way has exceeded the traditional ticket way, and it’s also quite important channels to get ticketing information and booking.

1.1.1 Mobile Ticketing App Concept

Mobile ticketing app is based on wireless network or 4G network to compare convenient equipment as the carrier, such as mobile purchasing platform in our daily life, mobile ticket platform in the way of network transmission, relative to traditional ticketing, mobile ticket purchasing advantage. It's flexibility, mobility. Users are no longer limited to a limited LAN's PC terminal, which can be accessed via mobile terminals, such as mobile phones and iPads, or to buy products they like.

Mobile apps can be linked via a wireless network or a 4G network of mobile phones, linking the PC - end software to a portable mobile client with a view to expanding service space and service mode for a PC - based utility app. Users can find the information they need according to their own needs, so as to find the information they need anytime, anywhere, anytime, anywhere, not only for users, but also for the traditional PC client's flexibility to expand to a new mode of service, realizing the attention of anytime and anywhere. Information dynamic and user saves a lot of time, also provides users with more convenient information access experience.

1.1.2 Mobile Internet Age and Smart phones Development Introduction

China's mobile internet since the beginning of the 2004 has been 13 years of history, after 13 years of tempering, the Chinese have now formed a huge system. As of 2014, the number of Internet users in China has reached 632 million increase over 1442 people by the end of 2013.Mobile Internet users reached 527 million, and by the end of 2103 and increased by a million people in 2699.Internet penetration rate reached 46.9%, improved 1.1 percentage points higher than the end of 2013.Since 2015, China's mobile internet has entered a stable state of development, according to statistics shows that 2015 China's smart phone shipments reached 434.1 million. Global smart phone shipments reached 365 million in the second quarter of 2017, with 355 million in the second quarter of 2016, up 3%, with smart phones accounting for more than 80% of the handset shipments. As of June 2017, China's mobile phone users reached 724 million, compared with the end of 2016 to increase 28.3 million people. The proportion of Internet users using mobile phones increased from 95.1% at the end of 2016 to 96.3%, with a total of 751 million users. Today's smart-mobile devices have partially replaced the PC's capabilities, and are attractive to people who are now seeking to be more convenient and efficient. At present, most mobile intelligent devices can realize the computing ability of PC era, and based on its strong portability and mobile data processing capabilities, intelligent terminals have become the core of data processing capabilities at this stage, from the beginning of the birth of smart phones, in the global smart equipment market has maintained a high development speed, In China for more than 2012-2015 years, smart phones have grown by more than 200%. Smart phones are still growing more robust today, especially as smart phones have been relatively popular in 2016, and global markets have maintained an average growth rate of 87% per cent. With the popularization of e-commerce and convenient payment function, from 2013 onwards mobile internet for shopping, entertainment, hotel reservations, such as providing a lot of convenient

environment, which is now known to us is to Taobao and Alipay-led shopping and payment terminals.

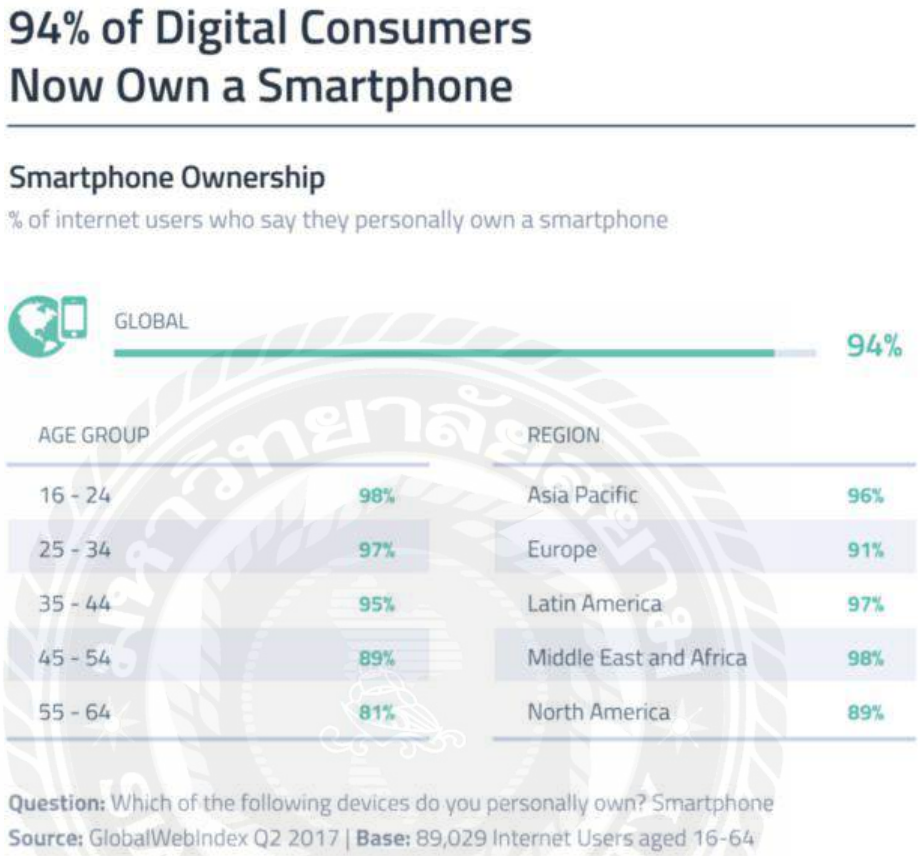

Figure 1 Chart of smart phone usage in all regions of the world

Smart phones have already taken a big share of the global use of smart phones, according to the data, of which 16 - 44 - year - old use about 96% of their usage. This shows that the growth of the smart phone is accompanied by the rapid development of mobile phone APP, and APP functions are increasing, and the similarity of APP design is becoming more and more common. Today, most of our smart phone app software can replace some of the main features of PC clients, such as buying tickets and airline tickets via mobile apps, and achieving leapfrog development in the smart phone market.

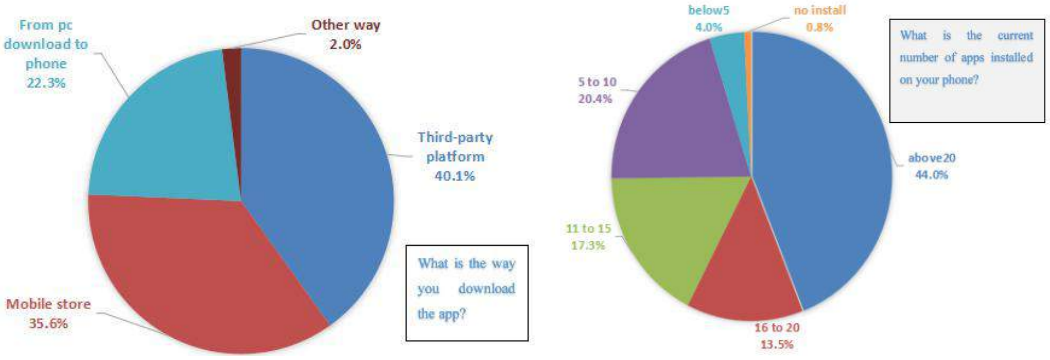

Figure 2 Data Source: Internet Consumption Research Center

Gartner, a market-research firm, showed 2012 app downloads 45.6 billion times, up 82.4% from a year earlier, with free app downloads reaching more than 90%. From the above figure, in such a large amount of downloads, one of the domestic use of third-party download platform to 40.1%, more than the other way to download. According to the number of apps installed by internet users, more than 44% users are currently installing more than 20 apps, followed by internet users to install 5-10 apps for about 20%. Internet users installed the number of apps in 11-15, 16-20 Internet users between the proportion of 17.3%, 13.5%. Internet users do not have the app installed and the total number of apps installed under 5 is even less than 5%. In general, more than 70% of smart phone users often use more than 10 apps.

With the increasing number of mobile smart phones, this also foreshadows the early arrival of mobile Internet times, and now basically all of the apps on smart phones can offer a quick way to live for residents, such as the need to buy apps on mobile smart clients tickets, airline tickets and hotels. And because of this APP simple operation, perfect function and convenience to attract many users. This mobile app not only eliminates the traditional ticket purchases and the cumbersome and inconvenient in the process of purchasing the ticket, but also greatly shortens the booking time, allowing users to buy their favorite products at any time and anywhere. Not only the mobile APP has become very convenient for the residents, but improves the quality of life and improves the operational efficiency of the whole.

1.1.3 Mobile Ticketing Market Introduction

At present, mobile ticketing is a new ways of purchase ticketing, which are depend on mobile terminal ways to buy the ticketing. For the users, they can directly purchase ticket any time any where by the phone and ipad. For the merchants,it can conveniently help them to sell the ticketing problems by the mobile terminal ways. It is benefit for merchant’s development and change the way of user purchases tickets in the life.

In 2016, the National Bureau of Statistics released data showing that China's overall ticketing market had reached 3.6 trillion yuan, China's overall ticketing services market share has reached 75 billion yuan, among which there are central enterprises, foreign - owned enterprises, also state - owned enterprises, and a large number of private enterprises exist, different Competition among enterprises is fiercer, while the number of companies involved in online purchases has slowly started to increase. In the future, the market will maintain 78% of the growth rate, according to statistics released. The development trend of mobile ticketing market is determined by the customer's preferences as well as the satisfaction of users after use of APP, and the APP function should be improved according to the actual needs of consumers. Therefore, constantly improve the experience of purchasing the purchase APP, improve the overall satisfaction of consumer, become the primary consideration factor of each ticket type supplier enterprise. This paper is based on the development status of ticketing APP, take the Ctrip as the research object, and discusses how to improve the satisfaction of consumers in ticket APP, and explore the overall satisfaction of our app audiences through questionnaire and data analysis.

1.1.4 Ctrip Network Introduction

Ctrip network is one of the leading comprehensive purchase ticketing websites in China. Founded in 1999, its headquarter is located in Shanghai, China, which has more than 600,000 wine bottles at home and abroad. It can provide ticket

service at China and abroad. At present, the present network has been in Beijing, Tianjin, China. There are 17 cities, such as Guangzhou, Shenzhen, Chengdu, Xiamen, Qingdao and Sanya respectively, with more than 25,000 employees. In December 2003, Ctrip was successfully listed on Nasdaq in the United States. In order to expand the company's business, Ctrip has established 1 in Nantong, Jiangsu Province in 2010 .The call center of 20,000 call seats, January 12, 2011, Ctrip network in Shanghai's famous catering company to cooperate, develop the order market to provide convenient station travel service, constantly expand the company's business philosophy, expand the company's subdivision market practice company, and so on. According to 2016 China National Bureau of Statistics data, ticket sales nationwide 36 .84% of the market share in the first place.

Year	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Accommodation booking	81.9 %	70.6 %	59.7 %	53.3 %	47.1 %	45.4 %	44.3 %	24.3 %	23.6 %	22.3 %	18.7 %
Traffic booking	14.8 %	24.7 %	31.2 %	37.9 %	43.2 %	44.1 %	44.2 %	62.2 %	60.7 %	60.4 %	69.4 %
Holiday travel	3.3 %	4.7 %	9.1 %	8.8 %	9.6 %	10.5 %	11.5 %	13.4 %	15.7 %	17.3 %	11.9 %

Table1. Ctrip business structure ratio

According to the above table summary 2004 to 2014 Ctrip all the proportion of business structure can be seen. The Ctrip's main business positioning is based on the accommodation booking market, which include online booking of star hotels, budget hotel chains, mid-range hotels and non-standard accommodation (home inn and youth hostels) berore 2007. But after 2007, the Ctrip's main business into a traffic booking market, which include ticket booking, train booking, bus ticket booking, ticket booking and other transport products. Although the holiday travel business accounted for a relatively small, but continued to grow each year. From the past few years of Ctrip’s development point of view, traffic booking business has become Ctrip's current main way of making profits.

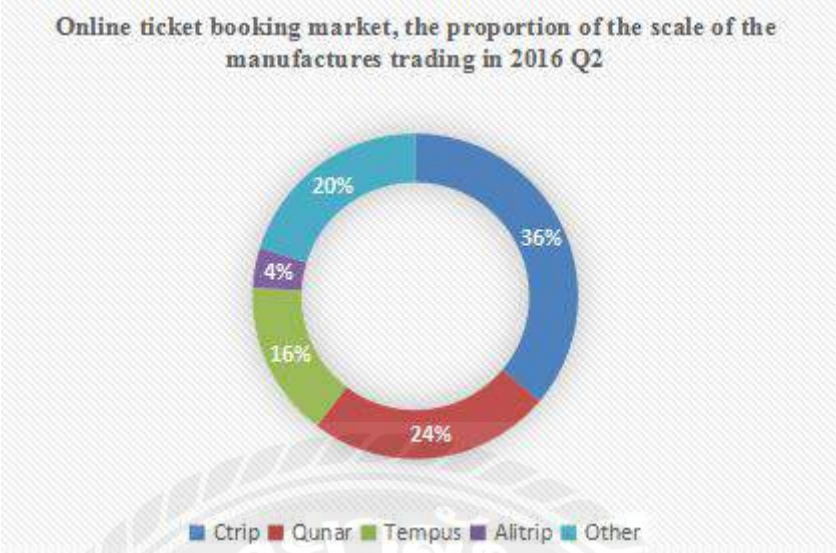

Figure 3 online, ticket booking for each manufacturer's transaction size ratio

In the above analysis of the actual data, the 2nd quarter of 2016 Ctrip and go to which net in the entire online ticket booking market accounted for a total of 60.33% share. Among them, Ctrip trading scale of 42.23 billion yuan, accounting for 36.15%, the year-on-year increase of 62.3%. Where to go for 28.25 billion yuan, accounted for 24.18%, a year-on-year increase of 5.6%.

1.1.5 Ctrip Facing the Internationalization Development Course

Ctrip launched its initial international layout in 2010, acquiring Hong Kong's Yongan travel agency, and 2015 acquisition of the UK Low-cost Air sales platform with technology provider Travelfusion marks Ctrip gradually embarked on the internationalization of the road. At the beginning of 2016, Ctrip's $180 million strategy took stakes in Makemytrip, India's largest online travel company, and then in October Ctrip's strategic investment, seagulls and passers-by traveled to travel agencies. At the end of 2016, Ctrip's biggest investment in internationalizatiown was the acquisition of Skyscanner, the European famous tourist search engine, in 12 billion yuan. The purpose of this acquisition is to seize the international market and enhance the competitiveness of the international market, so that it can directly help ctrip into the European Central Market, serving 190 countries around the world users, efficient implementation of the international layout. Since 2017, Ctrip has released

many international action News, such as Ctrip's acquisition of overseas user Service providers, and the first signing of a strategic cooperation agreement with the Australian Tourist Board. This is enough to show that Ctrip is speeding up the international layout, further expand the market, in order to win greater profits.

1.2 Research Objectives

A growing number of people seeking convenience and efficiency in modern society , the Mobile ticketing app has a strong appeal. With the expansion of smart phone sales, the number of users continues to increase. Mobile ticketing app's market contains huge business opportunities. Mobile ticketing app is undoubtedly a huge potential market for internet company. The enterprises must understand the user's product use needs, if the enterprises want to better capture the market.therefore, the research on the decision-making factors for the users who choose to use the mobile ticketing app has certain value whether it is practical or theoretical.

Due to the homogenization of the app market is very serious, and competition among enterprises is more intense. But companies can not directly determine the choice of consumer purchases. For the users, the choice of products to buy the decision-making will be based on their needs, preferences, product prices, product service and other factors for analysis, and ultimately choose the more suitable for their own products. For enterprises, how to enhance the value of their products, how to improve customer satisfaction, how to enhance customer loyalty, and long-term customer retention, which are the factors that businesses need to consider.

1.3 Research Meaning

According to the previous data, China mobile ticketing app has a rapid development, but due to various factors, it did not reach the required scale. This is

because the enterprise has technical problems in product design and product function and so on, as well as some reasons for users themselves.For most users, the potential risks of the product, functional design, ease of operation and other factors affect the mobile ticketing app market to a certain degree. For many Internet companies in China, how to better improve customer loyalty and product satisfaction is quite crucial. Therefore, a comprehensive, systematic and in-depth study of mobile ticketing app has some significance on the influencing factors of the user's purchasing decision.

1.4 Research Framework of the Paper

First of all, analyzed the development trend of mobile internet at the present time, put forward the research questions of this article, and expounded the research significance.

Secondly, Collation of China and foreign research literature, laying the theoretical foundation for this study, and on the basis of the research theory, puts forward the hypothesis that affects consumers' purchase decision.

Then, the questionnaires are collected and summarized, and on this basis, the data obtained are systematically analyzed.

Finally, through the front of the data analysis process reflected in the problem, systematically organize and feedback, and put forward suggestions and measures accordingly.

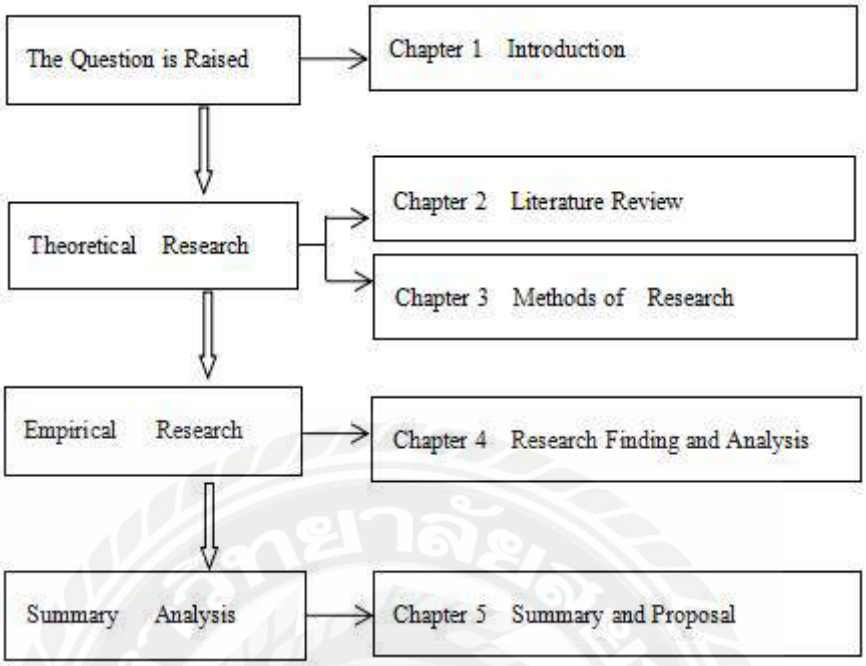

Figure 4 Research Framework

CHAPTER 2

LITERATURE REVIEW

2.1 Independent Variable Correlation Theory

2..1.1 Perceived Usefulness- related Theory

Gefell, Karahalma Transnational Straub (2004) defines the ease-of-use as a function of the consumer to easily use the product, which is easy and free to interact with the web.

Venkatesh believes that perceived usefulness can reflect the extent to which one considers the benefits or benefits of using a particular technology or product. For mobile - ticket apps, the usefulness of users is the benefits of the ticket app's business to users, based on previous TAM models, which are useful for consumers' attitudes to the use of products.

2.1.2 Perceived Ease of Use- related Theory

The perception of ease of use Venkatesh thinks that users use a specific technology or product level, simple on mobile ticketing app, its kind of many, content design, if complex, the user in the process of operation is more tedious, this is likely to lead cause a certain effect to the buyer's willingness to purchase.

2.1.3 Perceived Risk - related Theory

Sandra, Shi (2003), a foreign scholar, defines the risk as a consumer's subjective expectation of loss when considering the online purchase of the time; Salam believes that online perception risk is a subjective expectation of the loss of online financial.Chinese scholar Yu Dan, Li Guanghui (2006) defines the Internet perception risk as a subjective expectation of the severity and likelihood of the adverse consequences of this shopping approach when considering online shopping.

2.1.4 Degree of Satisfaction- related Theory

Howard Schultz Sheth (1969), a foreign scholar, defines the customer satisfaction as a psychological state of comparing the reasonableness of the benefits to customers and their cost. Oliver Twist Linda (1981) defines the customer satisfaction as an emotional state, which is simply a psychological state in which the consumer experience fits in with the original expectations. Kotler (1997) defines the satisfaction degree of customer satisfaction as the level of pleasure which the customer feels, derives from the product perception performance and the expectation of the individual to the product, which is formed by comparison with each other, which is the function of customer satisfaction perception performance and expectation.

The Chinese scholar Song Xianway, Li Tao (2002) based on the current situation of customer satisfaction evaluation at home and abroad, by contrast analysis, the customer satisfaction evaluation of a series of problems to improve the customer satisfaction evaluation system, improve the accuracy of the customer satisfaction evaluation system.

Based on the satisfaction model of Fornell's customers, Liu Yu (2001), based on the satisfaction model of customer satisfaction, analyzed the evaluation method of customer satisfaction, introduced new evaluation method with customer satisfaction in fuzzy set, and put forward the satisfaction degree of customer satisfaction in the general industry evaluation system.

2.1.5 Loyalties- related Theory

Brand loyalty refers to a consumer's tendency to buy a particular product in purchasing decision - making. It shows that it has a separate bias towards a brand, which is not a random act, but a long - term process of behavior and a core of psychological form.

There are many definitions of brand loyalty among Chinese scholars. Xu Hong (2001) defines brand loyalty as a result of many factors such as quality and price of products or services, which makes consumers emotionally dependent on this

product. The act of reacting to a particular brand's product or service. Mr Ma defines loyalty as a preference for products and services. Wang Fang's definition of product loyalty is" the extent to which consumers can identify, accept and trust a brand through information communication and product direct use of experience, recognize, accept and trust a brand ".

Tuckewed Law Rence, a foreign scholar, argues that customer loyalty is a repeat purchase of the product's services. But I think brand loyalty isn't just a repeat purchase, but a consumer's attitude toward product trends. The brand loyalty is not entirely due to the strong attraction of the product, more or more on the consumer's perception of product characteristics.

2.2 Dependent Variable Correlation Theory

The so-called purchase decision is a psychological activity and behavioral tendency for consumers to use or dispose of products and services purchased or to dispose of products and services, in a nutshell, the formation of consumer attitudes, the acceptance of the product. In our daily lives, whatever we do is related to decision - making, every step we do now is the result of decision - making. In simple terms, decision - making is the process of choosing behaviors based on their own ideas and their own expectations. When the decision maker's results are compared to reference points, they tend to avoid risk, and when the results are lost, policymakers will show a preference for risk. Therefore, under the same condition, different reference points may lead to different purchase decisions. The focus of this paper is to analyze and discuss the factors such as the perception of users and the satisfaction of users on the product.

2.3 The Situation of Foreign Research about Mobile APP

Mobile app is a mobile application service, primarily for applications that connect mobile phones to the Internet. Some or all of the functions can be realized

through cross - platform research and design, and the development of app development makes the original user not to transfer the main object of the product to produce and use the ultimate purpose. With the wide application of mobile intelligent terminals, mobile terminals have developed in the direction of functionalization, multi - mode, customization and platform opening. With the rapid development of mobile app, the mobile phone virus will also rise spontaneously, making it easy for non - members to benefit from them. If the mobile phone becomes infected, it is easy to cause mobile phone paralysis, personal information leakage and other serious problems. Therefore, foreign scholars think app in realizing its main functions, should also consider the ease of use and the user's security, through optimization algorithm and software development, so that app's operational ability is further improved. Especially on cross - platform, due to the complexity of the operation of Android platform and the closeness of IOS platform, it is often necessary to take into account the different functions and the preferences of the customers while developing the two software, and if app function user is not popular, it is likely to lead to app’s downloads usage and eventually loses large numbers of users. Due to the two different mobile phone system terminals, the same software can not be switched between two systems, and users will take into account their own usage in the process of using this app. Therefore, foreign scholars pay more attention to app in the design process innovation developers innovation. Korean scholar Hee - Woong King, among others, divides the smartphone app into different types, the product type, the entertainment type, the information type and the network type. In the interview investigation, the user's purchase decision - making factors and useful, entertaining and easy to use, user ratings, etc. rank through these to analyze the user's decision - making factors. Hammad Khalid categorizes some of the problems Apple's users are dissatisfied with, such as feature errors, configuration requirements, discrepancies with descriptions, large amount of advertising, app conflict design, app’s hidden charges, resource occupancy network compatibility, etc .Users are most dissatisfied with configuration

requirements, app’s design conflicts, functional errors that affect user experience. As soon as these problems arise, both ios and Android are different ways to deal with problems. Apple's choice of product shelves reduces the user's dissatisfaction with the product, while Android is the result of a constant drop in user experience due to lack of strict regulatory mechanisms and constraints. As a result, developers want to avoid such incidents, taking fully into account the details of product usage in the design process, which makes users more experienced.

In mobile network consumption, mainly through the interaction of mobile client and network, simple, consumers are both the buyers of the goods, but also the users of the network. With regard to TAM model, it has been widely used in the research of network consumer behavior. Foreign scholars such as Fenech are applying TAM to the study of online consumer purchasing factors. Grown and Straub pointed out in their respective studies that perceived usability and perceived ease of use can directly affect the user's willingness to use. Divett and Henderson, who studied 920 consumers, based on TAM models, concluded that perceived usefulness had significantly affected consumers' use intentions and perceived ease of use. Foreign researcher Chen tries to combine technology acceptance model and innovation diffusion theory. Through theoretical research and empirical analysis, the usability and perceived usability are the main factors of mobile network purchase decision making. Based on TAM model, Cheong and Park influence consumers' acceptance of mobile networks.

2.4 Research Status about Mobile APP of China

Many apps in China mainly focus on the design of the software in the first place, the main reason is the current software type similarity is too high, the function design aspect is very much the same, especially the ticketing type applications, we can see the design between them clearly from the software interface, there is little difference in style and pattern. In the general software design process, app’s

developers often think of the user's actual usage problems, especially the ticketing software. In general, Chinese software vendors in the installation of the corresponding ticketing software, both will give corresponding discount or a voucher, the purpose is to improve the customer's loyalty to the app, and the user's own satisfaction with the software, in a number of similar apps booking party. In the same case, the priority will be to choose which one is a consumer's particular concern. As a result, Chinese academics are more focused on innovation and innovation in business models. Second, in the mobile ticketing app users purchase decision - making influencing factors, foreign scholars are more concerned about the price and business model to give consumers discounts or preferential, so that consumers to buy the corresponding ticketing products, they are more by quantifying. Approaches to the satisfaction of consumers in the whole purchase process, by satisfaction to examine the actual needs of consumers, and this satisfaction is relatively easy to quantify, the composition of the satisfaction is more than one aspect, such as the speed of the ticket, the ticket prices, and the entire use experience, service, and so on are an important decision - making target that affects consumer satisfaction. Therefore, by improving these goals, they can improve the satisfaction of consumers, changing consumer purchasing habits, constantly strengthening the actual demand of consumers, leading consumers more to consume and more attention to our products and services.

Chinese scholars from the actual need, in the study of consumer purchasing decision - making factors, more emphasis on the enterprise level of services and organizational structure, if consumers can not achieve a more perfect shopping experience, then ultimately consumers will choose to go to other businesses to spend, as a major aspect of the company's operating mechanism, how to expand commercial boundaries and expand consumer demand through operation mechanism becomes the main objective of many consumer development changes. In the study of online purchase behavior, many Chinese and foreign scholars have borrowed from previous research achievements in the research of information system to accept behavior

research, and analyze the usage attitude and behavior intention of network consumers. It is one of the most widely used theoretical models of the researcher's information system acceptance, which is supported by many theories and empirical studies, which is very effective in predicting and interpreting the attitude and behavior intention of consumers to accept and use the information system. On the basis of TAM model, Liu Zhongyang and Huang Yuhuan (2005) studied the behavior of mobile Internet users on the basis of TAM model. According to Sun Yang (2005), the four cognitive characteristics of online shopping are demonstrated, and their compatibility, complexity and cognitive risks are presented, and the function performance of online shopping channel is evaluated by five types of online shopping channels ranging from product interest, quality of information, convenience, service quality and distribution. Potential, from the seller's risk, product risk, network risk three aspects to examine the cognitive risk of online shopping and its impact. Zhang Qinjian (2005) is based on the technology acceptance model, which influences the user's use of mobile commerce in terms of ease of use, social environment and cost. Through the empirical analysis of the model of integration technology acceptance model and the theory of innovation diffusion theory, Su Jie studied the influencing factors of consumer online shopping, analyzed the influence of online shopping channel characteristics on shopping behavior of consumers, and constructed the model of consumer purchasing intention.

The above research is basically based on the technology acceptance model, mainly analyzing whether the user's perceived usability and the perceived ease of use and the degree of satisfaction are influenced by external factors, which indirectly leads to the difference and influence of the user's attitude and willthe behavior and use of consumers.

2.5 Theory Hypothesis

2.5.1 Perceived Usefulness

Perceptive usefulness refers to the extent to which a user can lead to an advantage over other alternatives. Davis（1989）defines perceived usefulness as the user's role in using an information system to improve the performance of their tasks and increase their productivity. Research by Hung P Shih (2004) also shows that perceived shopping utility has a significant positive impact on consumers' willingness to buy. Chinese scholar Zhong Xiaona (2005) through the method of linear regression analysis, the higher of perceived usefulness, the willingness to use the product will be stronger.In this study, the perceived usefulness of the ticketing app is the quality of life of the consumer using mobile app or to satisfy some of its special needs. Ticketing products are a kind of specific product in online products, which is in line with the above scholars' research results. So we make the following assumptions:

Hypothesis 1: The usefulness of perception affects consumer purchasing decisions

2.5.2 Perceived Easy of Use

Perception ease of use refers to the degree of expectation of an individual's easy access to the system. Paul (2003) argues that perceived ease of use can affect consumers' attitudes toward making online purchases. Shang R A (2005) proves that perceived ease of use has a significant positive impact on online shopping willingness through empirical research. Chinese scholars Xie Bin, Lin Yijun and Guo Xunhua (2009) also confirmed that perceived ease of use has a significant impact on consumer attitudes. So, we make the following assumptions:

Hypothesis 2: Perceived Ease of use affects consumer purchasing decisions

2.5.3 Perceived Risk

Perceived risk includes not only user privacy risks but also functional risks, security risks and time risks. The functional risk is due to the product itself does not have the use of consumer expectations or product performance in the use of the risk.

For example, in the process of using the signal due to poor transmission interruption, the operation is complex and so on. Security risk refers to the risk caused by security issues such as imperfect network technology, payment function vulnerabilities, network information and so on. Time risk is the risk of users wasting time by searching for information, payment, and product dissatisfaction with returns based on their purchasing needs by mobile clients。

S/N	Events
1	CCTV exposed personal information to disclose the online sale of news
2	58 TongCheng: recruitment information sold openly
3	Hundreds of billions of Youku information available in the dark net
4	12306 Security, Vulnerability on the Official website of 12306
5	Information disclosure of 1.9 million customers of Bell Corporation of Canada
6	Yahoo user accounts were hacked by hackers
7	Cloud service Cloudbleed flux leakage
8	Deng Bai's 52G database was leaked

Table 2 Network Security Incidents at China and Abroad

The above security incidents include important leaks at China and abroad in the first half of 2017. Salam (1998) believes that online perception risk is a subjective expectation of the loss of online financial. The perceived risk would have a significant impact on consumers' purchasing decisions. Bearden (1982) and others believe that consumers are more inclined to the lowest risk online shopping program. So, we make the following assumptions:

Assumption 3: The potential risk of the ticketing of app affects consumer purchasing decision - making

2.5.4 Loyalty

APP's loyalty is directly related to the use frequency of consumers. Therefore, in general, if consumers have a higher frequency of use of the APP, then it can be explained that the customer is loyal to the app, the less likely it is to uninstall

the app in the future. Chinese scholars Xu Hong (2001) defines brand loyalty as a result of many factors such as quality and price of products or services, which makes consumers emotionally dependent on this product. Tuckewed Law Rence argues that customer loyalty is a repeat purchase of the product's services.So,we make the following assumptions:

Assumption 4: The frequency of users using app will affect the decision - making.

2.5.5 Satisfaction Degree

Spreng & Olshavsky (1993) defined the customer's desire as the product's attributes and the customer's confidence in the benefits. It guides the customer's behavior and has a strong influence on customer satisfaction. Satisfaction is the core content of the consumer's consumption process, and it is the real feedback of the consumer in the process of consumer experience, from the real degree of satisfaction summary the consumer's expectations, if the app can meet the real demand of the corresponding consumer, then essentially look at the app's consumer feedback is better, so the customer satisfaction is higher, the intention of unloading is smaller as the use degree of the increase, the possibility of buying tickets is larger. So, we make the following assumptions:

Assumption 5: users use app's Satisfaction affects consumer purchasing decision - making

In order to make the various variables of the model more intuitive, the theoretical assumptions presented in this paper are summarized

Table 2 Theory Hypothesis Summary

S/N	Hypothesis of Research
H1	The usefulness of perception influences consumer purchasing decisions
H2	Perceived easy of use affects consumer purchasing decisions
H3	The potential risk of the ticketing of APP affects consumer purchasing decision - making
H4	The frequency of users using APP will affect decision - making
H5	Users use app's satisfaction affects consumer purchasing decision - making

CHAPTER 3

RELATED THEORIES AND METHODS OF RESEARCH

3.1 Main Research Methods of the Thesis

3.1.1 Documentation Research

By collecting and reviewing the relevant documents at China and abroad, collating Chinese and foreign scholars to research achievements in the field of technology acceptance model of purchasing behavior, and establishes the theoretical foundation and direction of the research.

3.1.2 Questionnaire Method

Questionnaire survey method. This article will take the Ctrip's as an example. systematic design questionnaires, for the gender, age, occupation and other basic information to issue questionnaires, and the real research data were obtained.

3.1.3 Quantitative Analysis Method

The overall results of the interviewee's over data on a quantitative study of our overall date structure, through the argumentation of the relevvant relationship finally get our conclusion.

3.2 Research Model Theory

Technology Acceptance Model is a model when Davis using the theory of reasoned action research on user acceptance of the proposed information system,the initial purpose of the technology acceptance model was to provide an explanation of the decisive factors widely accepted by computers. In the research of the paper was adopted the TAM to analysis influence of purchasing decision - making factors of mobile app users. The technology acceptance model puts forward two main determinant factors, the first of which is the usefulness of perception, is to refer to a specific system engineering for the improvement of overall performance .It can really

improve the user's working skills, and can simplify its workflow, continuous improvement and working hours. Second, the perception of ease of use is refers to the potential users to perceive the ease of using a system. The user's use attitude is an important factor in this research process, which mainly reflects some of the satifactions or not of consumers in the process of using APP, Chin-Lung (2008) in order to study the reasons for the popularity of the blog, using the technology acceptance model as the theoretical basis, through the investigation of different users come to the conclusion, the results show that social influence and attitude significantly affect the intention of bloggers. The willingness to use is defined by the attitude and perceived usefulness of their use (BI = A + U), and the attitude used is determined by the perception of usefulness and perceived ease of use (A = U + EO)U), perceived usefulness is determined by external variables and perception of ease of use (U = EOU + External Variables), and the perceived ease of use is determined by external variables (EOU = External Variables).

Technology acceptance model is as follows:

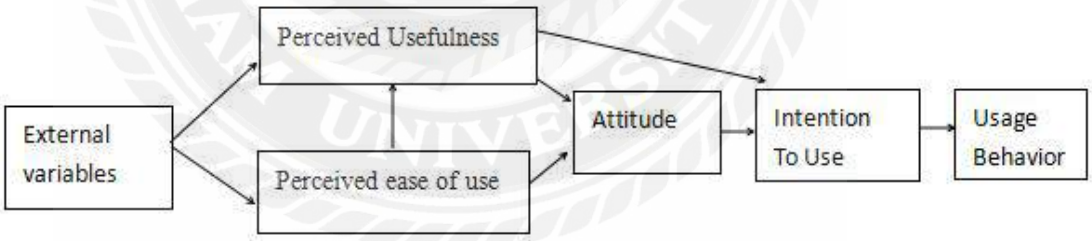

Figure 5 Technical Acceptance Model

3.3 Data Collection

Most of the scale used in this study has been the experience of the use of existing literature, therefore, by borrowing from other literature to study consumer purchasing decisions.Combined with the actual situation of this study, highlighting the contents of the study, by appropriate changes in the corresponding decision-making

research factors.The final model variables were obtained and the data were collected for different occupations, ages and genders by filling out the questionnaire.

3.4 Data Analysis

The method used in this study includes the analysis of the correlation between independent variables, the reliability and validity of the questionnaire, the factor analysis among various variables, and the regression analysis.

CHAPTER 4

RESEARCH FINDINGS AND ANALYSIS

In this chapter, we systematically deal with data collected and using SPSS 19 to analysis.

4.1 Basic Information Descriptive Statistics

In the course of the actual analysis, 200 questionnaires were distributed, and the overall recovery efficiency of the 198 questionnaire was 99%, and the whole questionnaire covered more people with different age groups, different incomes and different academic degrees. According to the data sources of the questionnaire, the sample data of different regions and different levels of economic development are covered. At the same time, we use the most widely used Ctrip app as the core of our research, and the overall results are more representative.

Table 4 -1 Basic Information Summary

Title	Option	No.	Percent
Gender	Male	96	48.5
	Female	102	51.5
Age	Below 18years	35	18.7
	19 - 29 years old	85	42.9
	30 - 40 years old	33	16.7
	Above the age of 41	45	22.7

Background of Education	High school or below	21	10.6
	Junior college	42	21.2
	Bachelor degree	95	47.9
	Master or above	40	20.3
Income	Below 2000	36	18.2
	2000-5000	34	17.2
	5000-8000	84	42.4
	Above 8000	44	22.2
Ticketing Frequency	1-5 times	60	30.3
	6 - 10 times	50	25.2
	11 - 15 times	45	22.7
	More than 16 times	4.	21.7.
Employment	Enterprise unit staff	105	53.1
	Institution staff member	39	19.7
	Students	25	12.6
	Freelancer	29	14.6
	TOTAL	198	100

4.1.1 Gender

From the summary of the basic information survey, we found that men in the gender area of 96 people, in the overall proportion of 48.5%, while women 102, in the overall proportion of 51.5%. The male and female proportions are roughly the same, indicating that both male and female consumers can form a consumer group.

4.1.2 Age

In terms of age, among the sample summaries of basic information, the number of respondents in the 19-29 age group was up to 85, compared to 42.9% in the overall sample, indicating that young people are more inclined to new ways of buying, easier to buy their favorite products by the convenient channel.

4.1.3 Income

From the income, the proportion of high-income groups 5000-8000 accounted for a larger proportion of 42.4%. This shows that the high-income people can afford enough to buy products, and they in the actual purchase process of the various experience and consumption ability is stronger.

4.1.4 Educational Background

From the academic background, Junior college and above accounted for 89.4%. This shows that highly educated people have easy access to new things and are more receptive to new ways of buying and have a higher willingness to use the ticketing app.

4.2 Test of Reliability and Validity

4.2.1 Reliability Test of Questionnaire Survey

Reliability analysis is a method to analyze reliability of a comprehensive evaluation system, and to evaluate the reliability of the scale and measurement method based on the degree of consistency. Reliability can be divided into the internal consistency reliability, the complex reliability, the reliability, the re-test reliability four classes. The internal consistency reliability is mainly through Cronbach's Alpha

coefficient to test the consistency of the responses to all questions in the same scale, and the Cronbach's Alpha should be at least 0.6, if the value is more than 0.7, it shows that the scale is considered highly, which can be used to study.

Table 4- 2 Reliability Test

	Cronbach's Alpha	N
Over	.803	25
Perceived ease of use	.856	5
Perceived Risk	.878	5
Loyalty	.851	5
Perceived Usefulness	.861	5
Satisfaction	.873	5

In the process of reliability investigation, we made a reliable statistic on the scale, and the results were 0 .803 > 0 .7. It shows that this questionnaire has a high credibility sample, so the overall reliability of the questionnaire is higher.

4.2.2 Investigation of Questionnaire Validity Analysis

In this paper ,KMO and Bartlett test are needed before the factor analysis. The KMO value is used to compare the simple correlation and partial correlation coefficient between the items, and the value is between 0 and 1. The criteria for the factor analysis are: greater than 0.9 is perfect; 0.7-0.9 suitable; 0.6-0.7 not too suitable; less than 0.6 is not suitable. The Bartlett spherical test values were used to test whether the correlation coefficient was significant (sig. <0.05) It is suitable for factor analysis.

Table4- 3 Tests of KMO and Bartlett

Kaiser-Meyer-Olkin for sampling sufficiency		.810
Bartlett's test	Chi square	2323.502
	Df	300
	Sig.	.000

Table 4 - 3 shows that the KMO inspection value of the data is 0 .810, greater than 0.70 .It is proved that the questionnaire is suitable for factor analysis. The Bartlett ball test results show that the approximate chi - square value is 2323.502, the numerical comparison is large, the significance probability is 0.000 (P < 0.05), therefore, reject the zero hypothesis of the Bartlett ball test, and it is good and suitable for factor analysis.

Table4-4 Explanation of total variance

Ingredients	Initial Eigenvalue			Extraction Square and Loading			Rotating Square and Loading		
	Total	Variance %	Cumulation %	Total	Variance %	Cumulation %	Total	Variance %	Cumulation %
1	4.405	17.621	17.621	4.405	17.621	17.621	3.416	13.666	13.666
2	3.249	12.995	30.616	3.249	12.995	30.616	3.359	13.435	27.101
3	3.198	12.794	43.410	3.198	12.794	43.410	3.259	13.035	40.136
4	3.034	12.134	55.544	3.034	12.134	55.544	3.239	12.956	53.093
5	2.551	10.206	65.750	2.551	10.206	65.750	3.164	12.657	65.750
6	.725	2.899	68.649						
7	.662	2.649	71.298						

In the process of factor analysis, the principal component analysis and Varimax were used to rotate the factor to extract the characteristic value greater than 1 factor, and found that the characteristic value was greater than 1. There are five common factors. Table 4 - 4 shows that the load of each project is greater than 0.50. It

should therefore be retained. Table 5 shows that the total variance of five factors is 65.750%, more than 60%, so the factor analysis effect is good.

Table4- 5 Rotation component matrix a

	Ingredients				
	1	2	3	4	5
A1				.802	
A2				.777	
A3				.771	
A4				.813	
A5				.801	
B1	.815				
B2	.799				
B3	.851				
B4	.827				
B5	.792				
C1					.807
C2					.828
C3					.761
C4					.780
C5					.756
D1			.825		
D2			.768		
D3			.810		
D4			.802		
D5			.776		
E1		.782			
E2		.824			
E3		.806			
E4		.818			
E5		.823			

Extraction Method: Principal Components

Rotation Method: Orthogonal Rotation Method with Kaiser Standardization.

a. Rotation Converges after 5 Iterations.

From the rotation component matrix table, it can be seen the first common factor is mainly related to A1-A5, and this factor named is perceived ease of use factor.

The second common factor is related to B1-B5, and named is perceived risk factor. The third common factor factor is related to C1-C5,and named is loyalty factor. The fourth common factor is D1-D5, and named is perceived usefulness factor. The fifth factor is related to E1-E5, and named is satifaction factor.

4.3 Correlation Analysis

Table4- 6 Correlation Analysis

		Factors of Purchase	Perceived ease of use	Perceived Risk	Loyalty	Perceived Usefulness	Satisfaction
Pearson	Factors of Purchase	1.000	.353	.259	.282	.491	.363
	Perceived ease of use	.353	1.000	.078	.020	.131	.103
	Perceived Risk	.259	.078	1.000	.115	.050	.070
	Loyalty	.282	.020	.115	1.000	.154	.081
	Perceived Usefulness	.491	.131	.050	.154	1.000	.068
	Satisfaction	.363	.103	.070	.081	.068	1.000
Sig.	Factors of Purchase	.	.000	.000	.000	.000	.000
	Perceived ease of use	.000	.	.137	.390	.033	.074
	Perceived Risk	.000	.137	.	.053	.241	.164
	Loyalty	.000	.390	.053	.	.015	.128
	Perceived Usefulness	.000	.033	.241	.015	.	.172
	Satisfaction	.000	.074	.164	.128	.172	.

N	Factors of Purchase	198	198	198	198	198	198
	Perceived ease of use	198	198	198	198	198	198
	Perceived Risk	198	198	198	198	198	198
	Loyalty	198	198	198	198	198	198
	Perceived Usefulness	198	198	198	198	198	198
	Satisfaction	198	198	198	198	198	198

*.Significant correlation at Level 0.05(bilateral). **.Significant correlation at Level 0.01(bilateral).

The correlation matrix we calculated from SPSS 19 is, as above. Based on the above data analysis result, it can be seen that the perceived usefulness of correlation coefficient has reached 0.491. The users use mobile app's loyalty and satisfaction, the correlation coefficient is 0.282 and 0.363 , the perceived easy of use and perceived risk correlation coefficient is 0.353 and 0.259. This five factors are all less than 0.05 and 0.01 above the significance. In the above-mentioned correlation analysis, all factors are in the decision-making factor to show a positive effect.

4.4 Regression Relation

Model: Variable:Perceived ease of use, Perceived Risk, Loyalty, Perceived Usefulness, Satisfaction. Dependent Variable: Purchase Decision

Table 4-7 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696[a]	.484	.471	.377

Table 4-7 results show that the R of the model is 0.696, the R Square is 0.484, the adjusted R Square is 0.471, which shows that the model fitting is good.

Table 4- 8 Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107.094	5	21.419	36.084	.000[a]
	Residual	113.967	192	.594		
	Total	221.062	197			

a. Variable：Perceived Ease of Use，Perceived Risk，Loyalty， Perceived Usefulness ，Satisfaction

b. Dependent Variable: Purchasing Decidions

From Table 4 - 8, the results show that the statistic F value is 36.084, its significance is .000, less than 0.01, which shows that this model is significant. Therefore, the final regression equation fitting effect is very good.

Table4- 9 Coefficient Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.669	0.331		-2.019	0.045		
Perceived Ease of Use	0.267	0.055	0.254	4.823	.000	0.970	1.031
Perceived Risk	0.166	0.049	0.179	3.416	.001	0.978	1.023
Loyalty	0.162	0.050	0.172	3.244	.001	0.961	1.041
Perceived Usefulness	0.422	0.055	0.402	7.611	.000	0.958	1.044
Satisfaction	0.260	0.048	0.283	5.397	.000	0.979	1.022

a. Dependent Variable: Purchase Decesion

Table 4-9 regression analysis showed that the regression coefficients of ease of use, perceived risk, loyalty, usefulness, and satisfaction were 0.267、0.422、0.166、0.162、0.260,T values were 4.823、7.611、3.416、3.244、5.397corresponds to P value is less than 0.05, with significant statistical significance, the existing data under the premise of each factor has a more positive impact on the final purchase decision of the consumer, the usability and ease of use of the mobile-purchase ticket app and the satisfaction of the whole process of buying the tickets is more important to consumer's purchasing decision.

4.5 Comparative Analysis

4.5.1 Gender

Table 4-10

	Gender	N	Mean	Std. Deviation	T	P
Perceived Ease of Use	Male	96	3.265	0.66	-4.995	.000
	Female	102	3.939	0.77		
Perceived Risk	Male	96	2.771	0.95	-3.811	.000
	Female	102	3.371	0.86		
Loyalty	Male	96	2.944	1	-1.467	.144
	Female	102	3.176	1.07		
Perceived Usefulness	Male	96	3.244	0.94	-5.190	.000
	Female	102	3.945	0.88		
Satisfaction	Male	96	3.108	0.8	.278	.781
	Female	102	3.063	0.88		

*P less-than0.05，**P less-than0.01

Table 4 - 10 T test results showed that the T values of different sex - specific applications for app, ease of use perceived risk and perceived usefulness factor P value less than 0.05. Indicates that consumers of different sexes are significantly different in terms of usefulness, ease of use and perceived risk, among which women are more useful and easy-to-use scores than men, while men's satisfaction and loyalty scores are higher than women. As a result, women attach more importance to ease of use and usefulness than men, while men are more focused on loyalty and satisfaction than women.

4.5.2 Background

Table 4- 11

	Educational Background	N	Mean	Std. Deviation	T	P
Perceived Ease of Use	High school and below	21	2.705	0.99	4.59	0.000**
	Junior college	42	3.233	0.97		
	Bachelor	95	3.82	0.89		
	Master and above	40	3.99	0.90		
Perceived Risk	High school and below	21	2.295	1.04	3.41	0.001**
	Junior college	42	2.852	1.23		
	Bachelor	95	3.18	1.04		
	Master and above	40	3.49	1.13		

Loyalty	High school and below	21	3.01	1.27		
	Junior college	42	3.17	1.02		
	Bachelor	95	2.94	1.20		
	Master and above	40	3.28	0.86	0.23	0.81
Perceived Usefulness	High school and below	21	3.11	1.07		
	Junior college	42	3.31	0.99	2.43	0.02*
	Bachelor	95	3.69	0.99		
	Master and above	40	3.97	0.86		
Satisfaction	High school and below	21	2.37	0.75		
	Junior college	42	2.64	0.92	3.07	0.002**
	Bachelor	95	3.05	1.14		
	Master and above	40	4.01	0.99		

*P less-than0.05，**P less-than0.01

Table 4 .5.The results showed that the P value corresponding to the overall ease of use, usefulness, Perceived Risk and Satisfaction factor of different degrees was less than 0.05. This indicates that the consumer's decision - making factors in the overall purchase decision - making factor is easy to use, useful, Perceived Risk,satisfaction factor has significant degree of education, both bachelor degree or

above score significantly higher than that of high school and below, indicating indicating the higher educated the purchasing decision ability will be stronger.

4.5.3 Income

Table4- 13 level of income

Income		N	Mean	Std. Deviation	T	P
Perceived Ease of Use	Under 2000	36	2.67	0.69	8.37	0.000
	2000-5000	34	3.50	1.04		
	5000-8000	84	3.74	0.90		
	Over 8000	44	4.22	0.80		
Perceived Risk	Under 2000	36	2.31	0.91	4.72	0.000
	2000-5000	34	2.61	1.12		
	5000-8000	84	3.29	1.07		
	Over 8000	44	3.68	1.01		
Loyalty	Under 2000	36	2.72	1.15	2.08	0.039
	2000-5000	34	2.84	1.14		
	5000-8000	84	3.31	0.98		
	Over 8000	44	3.17	1.13		
Perceived Usefulness	Under 2000	36	2.94	0.92	4.59	0.000
	2000-5000	34	3.20	1.04		
	5000-8000	84	3.73	0.92		
	Over 8000	44	4.22	0.78		
Satisfaction	Under 2000	36	4.03	0.79	5.03	0.000
	2000-5000	34	4.21	1.08		
	5000-8000	84	3.19	1.15		
	Over 8000	44	3.82	0.94		

*P less-than0.05，**P less-than0.01

From the table 4-13, the results showed that P value corresponding to the overall ease of use, usefulness, Perceived Risk and Satisfaction factor of different income was less than 0.05. This indicates that the consumer's decision - making factors in the overall purchase decision - making factor is easy to use, useful, perceived risk,satisfaction factor has significant degree of different income,the 5000-8000 yuan group is more loyal app purchase channel, usability and ease of use, income in the 2000 - 5000 yuan group more pay attention to app purchase satisfaction, income in more than 8000 yuan of group more pay attention to potential risk of products.

CHAPTER 5

CONCLUSIONS

5.1 Summary

5.1.1 Perceived Usefulness and Effect of Purchasing Decision-making Factors

Through the comparative analysis of the differences between the results of view, the usefulness of mobile App for consumers is still very important. We can see the consumer final purchase decision and the purchase of the app's perception of the user's perceived usefulness can directly or indirectly affect consumers' willingness to purchase and use what mobile terminals are used. The Ctrip app’s function is not just to purchase products or tickts but more performance in a variety of ways. Such as the user evaluation of the use of the product can better provide other users with a more convenient way and user experience. As a result, the overall usefulness of its app is related to the actual needs of consumers.

5.1.2 Impact of Perceived Risk on Consumer Purchasing Decision - making

Hyo - Joo (2008), a foreign scholar, considers that perceived risk is a former cause of perceived usefulness in the re - TAM model. According to the results of the analysis, in the specific use of consumers, they are not particularly obvious about the definition and quantification of perceived risk, for the vast majority of consumers, they basically do not understand the existing risk operating mechanism behind their app design, but only care about app’s useful and easy to use. Thus, perceived risk is less affected by the consumer's decision - making factor in app purchases, and most consumers do not feel the real difference in the actual consumption process, so they tend to think that perceived risk makes little difference to purchasing decisions. The perception of risk in specific regression and correlation analysis does not affect the consumer's actual purchase decision - making.

5.1.3 The User's Loyalty Effect the Purchase Decision-making of Consumers

Loyalty among many app is more important for consumers, and consumers are more important in choosing what app purchases are for an app provider. For most consumers, their main concern is the price of their products. In the case of ticket purchases, consumers will look at other similar ticketing apps before deciding to buy tickets, comparing them to cheaper ones, which tend to be accepted by consumers, so prices have become an important factor in the real decision - making process. Combining analysis, loyalty to the consumer purchasing decision - making effect, because the homogenization of mobile ticketing app is serious, user's choice is more flexible, so it can not guarantee user's loyalty.

5.1.4 The Easy of Use of APP's Function is the Influence of Consumer Purchasing Decision - making

According to the user's feedback to scale, The ease of use of app's function design is important to user experience, because different users in the same product experience, there are differences in user experience, app's ease of operation directly affect the user experience. Therefore, the easy of use of app's design is an important factor affecting the actual purchase decision of consumption.

5.1.5 The User Use App's Satisfaction on Consumer Purchasing Decision - making

User's satisfaction is not only reflected in the product's service and quality, but also includes whether merchants provide consumers with products to meet user's needs. According to the research and analysis, the satisfaction of the consumer purchasing decision - making effect is more obvious. Satisfaction directly affects the user's attitude, the user's satisfaction is higher, the intention of the usage will be stronger.

5.2 Recommendations

5.2.1 Enhance User's Perceived Usability of the Product

The business should improve the function of the product, improve the availability of mobile ticket - buying app, from this research conclusion can be concluded that perceived usefulness has a significant impact on consumer purchasing decision - making. This shows that the usefulness of the product is the first consideration by the user. How to improve the availability of app in mobile ticketing, from the consumer's point of view, first want the extra outstanding software's mobile ticket function, not only to meet the user's purchasing, information query and other basic services, but also to try to handle some of the counter services as much as possibleIntegrate to the mobile client, such as the air ticket on duty service, the tourist attractions window switch service. When users buy air tickets through Ctrip’s app, company can't provide services on the line, can only go to the counter. Tourist attraction tickets need to hold the order number to the window to get the ticket, if Ctrip can provide users with the online value machine and the electronic ticket service, so this not only saves the counter processing time, but also provides users with great convenience.

5.2.2 Reduce the Perceived Risk and Raise the Awareness of Hidden Danger

The enterprise should reduce the hidden danger, if the potential risk of the product is higher, it will seriously affect the consumer's purchase decision - making, strengthen the product safety mechanism is the first key task of enterprise development. Strengthen security of products, raise awareness of consumers, reduce user’s perceived risk, and when consumers are loyal to a product, it means that the product of the enterprise is very successful. If an enterprise encounters poorly managed during operation and leads to the disclosure of personal information of users, the security of the user and the security of the products can not be effectively

guaranteed, which means that the development of the enterprise is still to be improved in the future.

5.2.3 Enhance Customer Loyalty During Usage

Customer satisfaction is the premise and foundation of customer loyalty, customer satisfaction directly leads to customer loyalty, as customer loyalty plays a very important role in the development of a company. A comparison between the value of the customer's expectations and the value of the products after the purchase was made by Oliver, a foreign scholar. Simple, it is the comparison between the customer's perception of the value of the product and the cost of the customer after the purchase of the product. If the price of the product is too high, then the customer feels the difference between the perceived value and the cost of the product, then the customer is not satisfied with the product.

In the course of the actual market investigation, because of the different consumption levels of users, there are different consumer views on the purchase of products and services. Therefore, enterprises should accurately locate products and services, products and service quality is the base of loyalty, product and service quality directly determine the customer loyalty. It is one of the most important strategies for enterprises to improve their service quality and to meet customer needs effectively. Second, the reasonable price of product, reasonable price is also an important strategy to improve customer loyalty. In addition, enterprises should strengthen effective communication with customers, improve service cost, in such a competitive situation, the quality of products can not be fully guaranteed, at this time, communication and services are particularly important for customers, enterprises and consumers effective communication to maintain and improve the customer 's loyalty. For the vast majority of consumers, they choose a lot of space, and merchants do not have the right to choose. After all, the same business is too much, consumers can choose the more suitable business according to their own and other factors. Thus, product loyalty is very important to enterprises in the future.

5.2.4 Improve the Ease of Use of the Product

The current mobile ticketing market is highly competitive, for the user to choose the app's platform is also gradually increased，a platform for ease of operation for most users are quite important. According to the previous data analysis, it can be seen that the user for the operability of the app platform are more important. The user may choose to give up because of the operation of the platform is too hard when using the app. The current mobile terminal system platform is divided into ios system and android system which are different specifications lead to differences page design and ease of operation.This is called cross-platform design, and different pages will affect the user's actual operating experience. App interface display may be due to the different systems, the display interface will be different. Users get adapted to using Android system and then go to use ios system interface, it will be differences in user experience. Therefore, designers in the design of the two systems, it should be in accordance with exactly the same page to design, the only way to allow users to operate better.

5.2.5 Improve Consumer Satisfaction

To achieve better development, enterprises need to rely on the support of various objective factors, can not leave the consumer and the market. If an enterprise wants to keep its own development at a higher level, they should pay more attention to the satisfaction level of the consumer on the enterprise's products in addition to the continuous improvement of its own development mechanism. Businesses should focus on the core functions and services of their mobile purchase-ticket app, so that consumers can easily feel the availability of functionality, such as how the app can give consumers the benefits of buying tickets, whether it's faster than other ticket - buying apps, and how fast it is, whether or not to provide additional services. In the actual research, the customer is satisfied with the product, mainly in the function service of the enterprise products to improve the after-sales service system. Therefore, enterprises should improve the service on the product function, provide a more perfect

service system, only these functional services can be done to improve the consumer's satisfaction with the purchase-ticket app.

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