

The Influence of Platform E-commerce UGC Mode on the Consumption Willingness of "Generation Z"

-- Taking Xiaohongshu as an Example

Yingwei Hu

School of Business and Tourism Management, Yunnan University, Kunming Yunnan 650504, China

Abstract: With the rapid development of the Internet, the interactive performance of the network has been further developed. Sharing makes the value of goods or services transferred and improved. The Internet community has developed based on this. Especially during the period of epidemic at home, the UGC mode of each major platform has been further developed, which will bring new challenges and opportunities to e-commerce platforms. The Internet community has developed based on this. Especially during the period of epidemic at home, the UGC mode of each major platform has been further developed, which will bring new challenges and opportunities to e-commerce platforms. Xiaohongshu provides a good example for other platforms. "Generation Z", as the main force of UGC's creation and future consumption, should be the focus of e-commerce platforms. This paper will use the methods of questionnaire survey, reliability and validity test, regression analysis, etc. to analyze the development history of Xiaohongshu. This paper will use the methods of questionnaire survey, reliability and validity test, regression analysis, etc. to analyze the development history of Xiaohongshu platform and e-commerce model. Combining the application of UGC model, consumer theory and basic e-commerce Combining the application of UGC model, consumer theory and basic e-commerce theory, this paper will explore the impact mechanism of UGC platform on the consumption behavior of "Generation Z" consumers.

Keywords: E-commerce; UGC; Little Red Book; Generation Z; Influencing Factors of Purchase Intention.

1. Introduction

Within the community, users can not only enjoy the content of the platform, but also create it as a content producer, and this mode of user-produced content displaying to other users through the Internet is called user-generated content (UGC). "Generation Z" is a generation of Internet natives who grew up under the influence of Internet products and is gradually becoming the dominant force in the future consumer market. They pay more attention to personalization, have a strong ability to collect information, are more adaptable to the high-speed development of the Internet, and at the same time, their interests are more diversified and broader, and these characteristics effectively influence the consumption concepts of Generation Z.

What about user-generated content (UGC) is influencing the consumer behavior of Generation Z? With the rapid development of the Internet, the majority of e-commerce platforms are gradually getting rid of the traditional e-commerce model and trying to sell their products in a way that is more in line with the consumption style of the new generation. There are fewer domestic and foreign researchers in this kind of research, so the mechanism for the influence of UGC mode on consumers' purchase intention is still unclear. Domestic literature also analyzes Xiaohongshu as a case study, but most of them exist on simple and low-level marketing strategies such as "marketing", "word of mouth" and "trust". The study of the influence mechanism of UGC mode on the consumer behavior of "Generation Z" can help provide a direction for the further development of platform UGC, and provide a development strategy for the UGC section of e-commerce platforms, so as to respond to the changes in the consumer behavior of the new generation in a more flexible way.

Xiaohongshu is a lifestyle platform, which adheres to the concept of "let the world's good life at your fingertips", and has gradually developed into an e-commerce platform integrating community sharing and online shopping, and Xiaohongshu's UGC content and products cover various fields of life, such as fashion, toiletries, makeup, food, travel, film and television. Xiaohongshu took five years to complete the D round of financing, the platform users reached 300 million, becoming the world's largest community e-commerce platform, but also a wealth of UGC content, which is highly representative and typical, so this paper chooses Xiaohongshu APP as a case. So, how does the social platform UGC influence consumers' consumption decisions, this paper will take Xiaohongshu App as an example to research.

2. Literature Review

The domestic influence on UGC and consumers' purchase intention is mainly from the perspectives of consumer behavior theory and sociological theory to analyze the influence of UGC on consumer decision-making through the mechanism of intermediary action. Based on the theory of consumer behavior, Zhao Xiuyun (2020) used principal component analysis, structural equation modeling and other methods to conclude that the credibility of UGC and the influence of opinion leaders have a positive impact on consumers' purchase intention, while the influence of opinion leaders has a positive impact on credibility, and credibility and the influence of opinion leaders have a positive impact on usefulness. [1] From the theory of consumer behavior, Zhu Dan (2019) showed that trust is positively proportional to purchase intention, in which the professional competence and homogeneity of UGC content have the greatest impact on trust attitude, and trust attitude plays a mediating role.[2]

Based on the social influence perspective, Ma Yuhui argues and concludes that social influence in socialized e-commerce plays a certain degree of mediation between UGC and consumers' purchase intention. Homogeneity is an important moderator of UGC interactivity and normative influence.[7] Sun Shanshan (2017) explored the influence of UGC on consumer behavior from the psychological level by using communication theory.[3] Taking recipe apps as an example, Guan Weiwei (2016) showed that perceived usefulness, perceived ease of use, and subjective norms all significantly affect and mediate the purchase intention of ordinary users in UGC communities; perceived risk and perceived cost do not have a significant effect on the purchase intention of recipe app users, and editor/talent recommendations, buyer reviews/word of mouth, and self-control will affect consumers' Purchase Intention.[4]

3. Theoretical Foundation

3.1. UGC Model

UGC, or user-generated content, refers to the fact that users can not only browse and obtain platform content and information, but also act as creators to create content and share it with other users, such as experience sharing, product experience, etc. This is a new type of user's way of using the Internet, which is developed based on users' sharing and interaction needs for the Internet in the breeding of "Internet community". The flourishing development of UGC has renewed the channels and ways for consumers to obtain information during the shopping process, especially becoming a new part of online shopping for "Generation Z" consumers, and providing a new way for e-commerce platforms to reduce consumers' costs and improve consumers' consumption experience.

3.2. 4C Marketing Theory

4C marketing theory, also known as "4Cs marketing theory", which is oriented to consumer demand, 4C theory emphasizes that enterprises should firstly put the pursuit of customer satisfaction in the first place, and secondly, they should strive to reduce the total cost of customers, including monetary cost, mental cost, time cost, etc. to meet the expected cost of consumers. Then it should pay full attention to the convenience of the customer's consumption process instead of deciding the sales channel strategy from the perspective of the enterprise. Finally, retail enterprises should also implement effective marketing communication centered on consumers, and exchange effective information with consumers through communication to establish a good corporate image.

UGC reduces the mental cost of consumers' access to information through diversified methods such as videos and pictures, as well as the categorization of labels and keywords. With the most direct sharing of consumer experience, UGC allows consumers to be free from the limitations of space and time, and to obtain a large amount of target information in a short period of time to help make a consumer decision, and at the same time, greatly increases the convenience of the consumption process. The most important thing is that the UGC model provides consumers with an effective channel for information exchange and communication, and companies can also participate in communication through consumer communities, such as the Starbucks community, to communicate with consumers in real time and always listen

to consumer voices.

3.3. Influences on Consumer Behavior

3.3.1. KOL Theory

KOL means Key Opinion Leader or Key Opinion Leader. An opinion leader is considered to be an individual or organization that is familiar with the media and is able to better interpret the media message because of their product message and expertise in a particular field, and to spread the message twice. They are a group of people who are more frequently exposed to new knowledge or activities, and are able to gain the trust of the relevant groups because of their expertise, thus exerting influence in the field.

3.3.2. Perceived Cost Theory

Customer-perceived cost includes all the costs that customers feel when consuming, including money costs, time costs, energy costs, etc. Customer Perceived Profit and Loss (CPC), also known as Customer Perceived Profit and Loss (CPL), refers to the sum of expenditures felt by the customer in the actual consumption process, which is the sum of the costs of time, money, physical strength, energy, and psychological costs involved in the whole process of consuming a product or a service, and not only refers to the price of the goods that the customer actually pays.

Customer Perceived Profit (CPP) and Customer Perceived Cost (CPC) curves are affected by many factors such as the specific industry in which the enterprise is located, the characteristics of the market structure, the stage of the product's life cycle, and the characteristics of the customers themselves. Generally speaking, with the advancement of technology, the improvement of marketization and the satisfaction of diversified customer needs, the customer perceived value CPP will gradually tend to increase, while the CPC will gradually tend to decline.

3.3.3. TAM Theory

The Technology Acceptance Model (TAM) was proposed in 1989 by Davis et al. The model is used to analyze a theoretical model of the important factors affecting the acceptance of new technologies by users, and using the TAM as a basic theoretical model, a variety of complex models of user behavior can be expanded to analyze the behavior of human use of new technologies. The two main influencing factors in this model are perceived usefulness and perceived ease of use. Perceived usefulness refers to the degree to which the new system is perceived by the user to affect his or her job performance; perceived ease of use refers to the degree to which the user perceives that the use of the new system reduces the degree of trouble in his or her job. Higher levels of these two factors represent a higher degree of user acceptance of the new system.

4. Little Red Book Development Status and Characteristics

4.1. History of Little Red Book

In 2013, after receiving angel investment, the founders created Xiaohongshu, which was initially not an e-commerce platform, but a sharing platform. After clarifying the product positioning of Xiaohongshu as "sharing", the founders used focused marketing strategies and "personalized" marketing ideas to analyze the psychology of consumers and the overall market situation, targeting middle and upper-middle class women between the ages of 18 and 30. By analyzing

consumer psychology and the overall market situation, the target group is targeted at middle and upper-middle class women between the ages of 18 and 30, which refines the consumer group and accurately captures the pain point of asymmetric information on overseas purchases by the consumer group, and meets the user's demand for more information on overseas purchases in less time.

With the rapid development of the Internet, fragmented information has become an important form of online surfing for "Generation Z", and Xiaohongshu has followed the changes and undergone two transformations:

The first stage is the transformation of the strategy community: Xiaohongshu found that the low timeliness of the strategy product cannot meet the high timeliness of the user's shopping and interaction with the immediate needs, and then added the communication function of experience sharing, so that the social attributes of Xiaohongshu increased to meet the user's interactive needs in the shopping, so it is a demand-driven transformation. At the same time, Xiaohongshu with a variety of activities and rules to ensure that the notes of high quality and personalized push, so as to protect the user experience.

The second stage is the community integration of e-commerce: after the user's need for information acquisition is satisfied, based on the user's need to further purchase the pull, Xiaohongshu developed an e-commerce section, so that users can directly buy goods on the Xiaohongshu platform. And Xiaohongshu through self-support and cooperation with large brands to improve the quality of products, but also take the initiative to solve the needs of users to buy in the selection of products, to provide users with a good shopping experience.

4.2. Analysis of the UGC Model of Xiaohongshu

Xiaohongshu promotes quality content and builds Xiaohongshu as a community for sharing original UGC content. On the one hand, even without a fan base can get a lot of exposure, traffic support and search results, and on the other hand, it can make the small red book notes to bring a high conversion rate. Xiaohongshu strictly selected notes content, and according to the user's browsing data to push, for example, Xiaohongshu push can attract consumers of high-quality notes and can trigger the user to resonate with the content of the life scene class knowledge dry goods class notes. Take the promotion of cosmetics as an example, under a certain selling point that attracts consumers, the marketing team combines with Xiaohongshu KOL to shape different consumption scenarios: for students and office workers, their needs are good and affordable, and they can apply makeup quickly. KOL refers to people who express their views in a certain field and have a certain degree of influence, and Xiaohongshu has established a UGC-based content-sharing community, which makes use of KOL influence to educate fans about the brand and to promote the brand. KOL's influence can be utilized to educate fans about the brand and promote the brand, increase brand exposure, and establish a UGC-based content sharing community, which has a strong voice and influence, so as to implant the brand's product image into the fans' impression, and the brand has gained considerable popularity and search volume from the Little Red Book platform, which can greatly increase the brand's exposure and conversion rate. Based on the insights of the target group's daily life, the marketing team creates topics that hit the pain points of the target group, buttresses the needs of

the target group, brings consumers into specific situations, and awakens their psychological state or needs through empathetic experiences, thus triggering their desire to buy.

5. Research Hypotheses and Tests

5.1. Assumptions and Models

5.1.1. Fan effects and Perceived Costs

In the process of UGC development, the growth of a KOL or a well-known creator is inevitably accompanied by the accumulation of fans, the accumulation of fans ensures the quality of the creator's creative content, and at the same time, the fans can also quickly obtain reliable information from the works of high-quality creative bloggers, due to the trust between the fans and the creators and the stickiness of the fans, which makes this part of the consumer as a fan of the information in the acquisition of the cost of time and energy costs are effectively reduced and the perceived value is increased. Therefore, the following research hypothesis is proposed:

H1: The fan effect significantly and positively influences users' perceived value.

5.1.2. Herd Mentality and Perceived Costs

UGC operation mode through the number of comments, the number of likes, the number of fans, etc., so that consumers produce a herd mentality, easy to choose the products recommended by the creative works with a larger number of fans, more comments and likes, but also easy to be influenced by the comments or experiences of others in the process of collecting information, thus affecting the willingness to buy. Especially when users buy unfamiliar products, users tend to ignore the products with lower comments and likes, and when hesitating about certain products, they tend to choose the products with higher comments, which will help consumers filter some of the products, thus reducing the cost of users' time and energy, especially for "Generation Z", who often have insufficient time for shopping, and too much time is not enough for shopping, so it's not easy to choose products that have more comments and likes. Especially for "Generation Z", the time spent on shopping is often insufficient, and too much and too much information about purchasing also leads to the high cost of information collection, which is also a major factor hindering the consumption of users. Therefore, the following research hypotheses are proposed:

H2: Herd mentality significantly and positively influences users' perceived value.

5.1.3. Word of Mouth and Perceived Costs

Xiaohongshu influences consumers' willingness to buy brands through the creation of word of mouth. For consumers, the word-of-mouth of a product is even more important than the price and quality of the product before actually purchasing the product, and the packaging of word-of-mouth by merchants through UGC on social platforms actually reduces the troublesome cost of user information retrieval. Therefore, the following research hypothesis is proposed:

H3: Word of mouth significantly and positively influences users' perceived value.

5.1.4. Perceived Cost and Willingness to Consume

Perceived cost is the sum of all costs perceived by the user in the consumption process, perceived cost and perceived value when the two major factors affecting the willingness to consume, when the consumer's perceived value is low, the consumer's willingness to consume will be significantly

reduced, for example, when the consumer's cost of information collection, after-sales energy costs are too high, consumers will easily give up on the purchase of a product. On the contrary, when consumers' perceived cost is lowered, consumers' willingness to consume will increase significantly.

Therefore, the following research hypotheses are proposed:

H4: Perceived value significantly and positively influences users' willingness to consume.

5.1.5. Model Construction

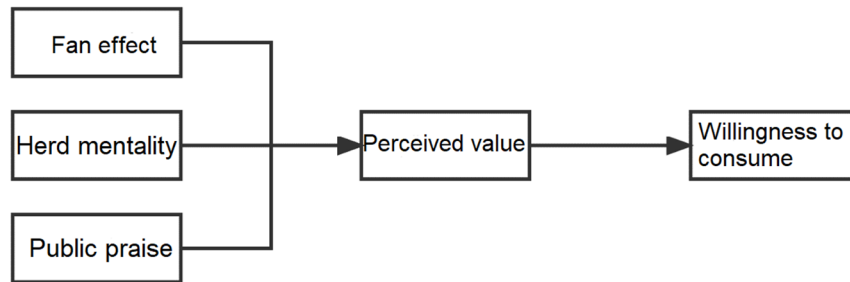


Figure 1. Model of UGC's impact on willingness to consume

5.2. Data Collection and Analysis

This paper applies the questionnaire survey method to collect data, the survey target is the "Generation Z" age group of Xiaohongshu users, the use of questionnaire star platform to distribute network questionnaires, through WeChat, QQ, microblogging and other platforms as the main diffusion channels, effectively avoiding geographical and time constraints, for the recovery of the questionnaire to carry out a rigorous screening, to ensure the effectiveness and objectivity of the results of the research. The validity and

objectivity of the results are guaranteed. The questionnaire is designed to understand the basic situation of the research participants by four variables: gender, age, average monthly disposable income and education. In addition, the scale questionnaire of this research adopts Likert (Likert) 5-point scale. A total of 160 questionnaires were collected, of which 148 were valid, and the validity rate of the questionnaires was 92.5%.

5.2.1. Descriptive Statistical Analysis

Table 1. Analysis of descriptive statistics of the population

Statistical characteristics of the sample	options (as in computer software settings)	Frequency	Percentage (%)
distinguishing between the sexes	women	77	52.03
	male	71	47.97
(a person's) age	Under 18	43	29.05
	19-24	60	40.54
	24-30	45	30.41
educational attainment	High school and below	32	21.62
	specialized training school	28	18.92
	undergraduate (adjective)	58	39.19
	Master's degree or above	30	20.27
Average monthly disposable income	1000-2000	27	18.24
	2000-5000	17	11.49
	5000-10000	52	35.14
	10000-20000	39	26.35
	20,000 or more	13	8.78
Whether or not you use Little Red Book	be	148	100.00
	clogged	0	0.00

Analyzing the relevant statistical characteristics of the population, it can be seen that the age of the survey respondents is in line with the age range of "Generation Z", and the distribution of different age groups is even, with a relatively high level of education, and the group has a certain

degree of purchasing power. The sample of this survey has a certain degree of representativeness.

5.2.2. Reliability Test

Table 2. Table of results of the reliability test

Cronbach's reliability analysis			
name (of a thing)	Correction term total correlation (CITC)	Deleted alpha coefficients for item	Cronbach's alpha coefficient
fan effect	0.363	0.747	0.759
fan effect	0.347	0.750	
herd mentality	0.596	0.710	
herd mentality	0.528	0.721	
herd mentality	0.454	0.734	
commonly held opinions	0.441	0.737	
commonly held opinions	0.344	0.754	
perceived value	0.406	0.743	
perceived value	0.500	0.730	
Standardized Cronbach alpha coefficient: 0.764			

The reliability analysis was conducted by SPSS, and the above table shows that the reliability coefficient value is 0.759, which is greater than 0.7, thus indicating that the quality of the research data reliability is very good. For the "alpha coefficient for items that have been deleted", the reliability coefficient does not increase significantly after any question item has been deleted, thus indicating that the question item should not be deleted from the process, which

comprehensively indicates that the data reliability is of high quality and can be used for further analysis.

5.2.3. Validity Tests

Validity was verified using KMO and Bartlett's test, as can be seen from the above table: the KMO value is 0.647, which is between 0.6 ~ 0.7, and the research data is more suitable for extracting information.

Table 3. Table of validity test results

variant	serial number	Results of validity analysis				Commonality (common factor variance)
		Factor loading coefficients				
		Factor 1	Factor 2	Factor 3	Factor 4	
fan effect	FS1	-0.027	0.228	0.059	0.913	0.889
	FS2	0.000	0.152	0.067	0.929	0.890
herd mentality	CZ1	0.834	0.020	0.370	0.061	0.837
	CZ2	0.870	0.013	0.244	0.020	0.816
	CZ3	0.884	0.098	0.081	-0.092	0.806
commonly held opinions	KB1	0.094	0.941	-0.008	0.217	0.941
	KB2	0.022	0.955	-0.059	0.168	0.944
perceived value	PC1	0.234	-0.009	0.924	-0.031	0.909
	PC2	0.316	-0.073	0.878	0.191	0.912
Eigenroot values (before rotation)		3.294	2.492	1.357	0.801	-
Variance explained % (before rotation)		36.597%	27.689%	15.079%	8.905%	-
Cumulative variance explained % (before rotation)		36.597%	64.286%	79.365%	88.270%	-
Eigenroot values (after rotation)		2.399	1.887	1.838	1.820	-
Variance explained % (after rotation)		26.651%	20.969%	20.427%	20.223%	-
Cumulative variance explained % (after rotation)		26.651%	47.620%	68.047%	88.270%	-
KMO value		0.647				-
Bart Spherical Values		869.253				-
df		36				-
p Value		0.000				-

5.2.4. Regression Analysis

Table 4. Results of regression analysis Table I

implicit variable	independent variable	Non-standardized coefficient		Standardized coefficient	t	VIF	
		B	Standard Error	Beta			
perceived value	fan effect	0.850	0.129	0.356	6.591	1.230	
	herd mentality	0.634	0.095	0.332	6.689	1.041	
	commonly held opinions	0.900	0.099	0.494	9.081	1.251	
	R2	0.659					
	Adjustment R2	0.652					
	F	F (3,144) =92.725, p=0.000					
	D-W value	1.893					

As can be seen from the above table, fan effect, crowd psychology, word of mouth is taken as independent variables, while perceived value is taken as dependent variable for linear

regression analysis. From the above table, the model formula is: perceived value = 2.587 + 0.850*fan effect + 0.634* following psychology + 0.900*word of mouth, and the R-

square value of the model is 0.659, which means that the fan effect, crowd psychology, word of mouth can explain 65.9% of the change in perceived value. The F-test of the model found that the model passed the F-test ($F=92.725$, $p=0.000<0.05$), which means that at least one of the fan effect, herd mentality, and word of mouth will have an impact on the perceived value, and in addition, the test for the model's multiple covariance found that all of the VIF values in the model are less than 5, which means that there is no covariance problem; and D-value is around the number 2, thus, D-W value is around the number 2. W values are around the number 2, thus indicating that there is no autocorrelation in the model, there is no correlation between the sample data, and the model is better. The final specific analysis can be seen:

1. the value of regression coefficient of fan effect is 0.850

($t=6.591$, $p=0.000<0.01$), which means that the fan effect will have a significant positive influence on the perceived value of the relationship, hypothesis H1 is valid.

2. the value of regression coefficient of follower's psychology is 0.634 ($t=6.689$, $p=0.000<0.01$), which means that follower's psychology will have a significant positive influence on the relationship of perceived value, and hypothesis H2 is valid.

3. The regression coefficient value of word of mouth is 0.900 ($t=9.081$, $p=0.000<0.01$), which means that word of mouth will have a significant positive influence on perceived value, and hypothesis H3 is valid.

Summarizing the analysis, it can be seen that: fan effect, herd mentality, word of mouth all will have a significant positive influence on the perceived value relationship.

Table 5. Regression analysis results Table II

Results of linear regression analysis (n=148)							
implicit variable	independent variable	Non-standardized coefficient		Standardized coefficient Beta	t	p	VIF
		B	Standard Error				
willingness to buy	a constant (math.)	0.122	1.816	-	0.067	0.946	-
	perceived value	1.048	0.410	0.207	2.556	0.012*	1.000
	R2	0.043					
	Adjustment R2	0.036					
	F	F (1,146) =6.531, p=0.012					
	D-W value	2.012					

From the above table, it can be seen that the perceived value as the independent variable, while the willingness to buy as the dependent variable for linear regression analysis, as can be seen from the above table, the model formula: willingness to buy = 0.122 + 1.048 * perceived value, the model R-squared value of 0.043, meaning that the perceived value can explain the reason for the change of willingness to buy 4.3%. The F-test of the model found that the model passed the F-test ($F=6.531$, $p=0.012<0.05$), which means that the perceived cost must have an impact on the willingness to buy relationship, and the final specific analysis can be seen:

The value of regression coefficient of perceived value is 1.048 ($t=2.556$, $p=0.012<0.05$), which means that the perceived value will have a significant positive influence relationship on the willingness to buy, and hypothesis H4 is established.

5.3. Findings

By applying SPSS to analyze the results of this questionnaire survey, it can be seen that the fan effect, herd mentality and word-of-mouth of the platform UGC mode can bring more perceived value to users, and the enhancement of the perceived value and in order to positively affect the user's willingness to buy, clarifying the relationship between some of the influences of the UGC mode on the consumer's willingness to buy, thus confirming that the model is basically valid.

6. Revelations

6.1. Strictly Control the Quality of UGC, Discover Quality KOLs and Increase KOL Stickiness.

Xiaohongshu community UGC model of long-term development, user-created content has become numerous and complex, the quality also varies, which cannot help but appear some creators for the flow of claptrap, these creators released

low-quality content not only increases the cost of time and energy costs of the user, but also take up the resources, reducing the flow of other high-quality creators, which in itself is also a waste of resources, will reduce the user's experience of using the platform. To solve this problem, Xiaohongshu should strictly control UGC content, and utilize multiple labels and aspects to examine the quality of notes when pushing high-traffic creative content. Set up appropriate reward and punishment mechanisms, for the creation of high-quality content but less traffic creators to give traffic in a timely manner, and actively guide the creators to create high-quality content, but also to avoid the loss of high-quality KOL, so as to provide a good guarantee for the further development of UGC.

6.2. Collaborate with Celebrity Creators to Amplify the Fan Effect.

In "Generation Z", celebrity culture has flourished like never before, and currently there is less cooperation with celebrity creators on the Xiaohongshu platform, and there is a lack of management mechanisms for celebrity creators. The platform can appropriately increase and develop potential stars and give more traffic to such creators. It can also strengthen the linkage between celebrity bloggers and network bloggers to amplify the fan effect and increase the perceived value of consumers.

6.3. Correctly Utilize the Word-of-mouth Effect and Strictly Control the Quality of Advertisements

The number of UGC creators is increasing, and many merchants have mastered the "traffic code" and advertised extensively among UGC creators, and the phenomenon of some creators playing false advertisements in order to make a small profit is also becoming more and more serious, which seriously wastes the users' energy, confuses the public and makes it difficult to distinguish between the true and the false

and reduces the perceived value of the users. Word of mouth should be the basis for consumers to judge when shopping, rather than a tool for businesses to make profits. As a platform, it is also necessary to improve the supervision of cooperation between creators and merchants, to ensure that the assessment and evaluation of the creators are true and effective, and to make the creators responsible for their own behavior and speech, in order to truly control the quality of advertising, and to clean up a cleaner community environment for the users.

6.4. Research Contributions and Shortcomings

As this is my first time to write a paper and my first attempt to use SPSS to analyze data, the research methodology used in this paper is relatively homogeneous, and there is still a lot of room for improvement in the quality of the data used in the study. There are also many places where the models and ideas used in this paper can be polished for further improvement.

References

- [1] Zhao Xiuyun. Research on the influence of user-generated content (UGC) on consumers' purchase intention [D]. Yunnan University of Finance and Economics, 2020.DOI: 10. 27455/ d. cnki. gycmc.2020.000391.
- [2] Zhu Dan. Research on the influencing factors of cross-border e-commerce consumers' purchase intention based on UGC [D]. Hunan University, 2019.DOI: 10. 27135/ d.cnki. ghudu. 2019. 003509.
- [3] Sun Shanshan. Research on the influence of UGC community shopping website on users' purchase intention[D]. Nanchang University,2017.
- [4] Guan, Wei-Wei. Research on the Influencing Factors of UGC Community E-commerce Consumers' Purchase [D]. Yunnan University of Finance and Economics,2016.
- [5] Wu Jiaojiao. Research on the influence of user-generated content on consumers' purchase intention in social platform[D]. Southeast University, 2021.DOI: 10. 27014/ d. cnki. gdnau. 2021. 002451.
- [6] Jiaojiao Wu. A study on the influence of user-generated content (UGC) in social platforms on consumers' purchase intention[J]. Industrial Innovation Research,2021(04):65-67.
- [7] Ma Yuhui. Exploration of the mechanism of the influence of UGC characteristics on consumers' purchase intention in socialized e-commerce[D]. Northeast University of Finance and Economics, 2017.
- [8] Sun Shanshan. Research on the influence of UGC community shopping website on users' purchase intention[D]. Nanchang University,2017.
- [9] Wei Ruqing. Research on the Influence Mechanism of User-Generated Content on Online Purchase in Bilateral Platform Environment[D]. Beijing Jiaotong University,2017.
- [10] Yu Yue, Li Leiming. Research on the influence of customer perception on college students' online purchase intention[J]. Economic Forum, 2018(10):142-147.
- [11] JIANG Liangjun, WANG Yong, SUN Daoyong. Research on the realization path of user perceived value driven by UGC in mobile e-commerce[J]. Northern Economy and Trade, 2021 (05): 53-56.
- [12] Wang Jaining. The influence of social media UGC on its users' purchasing behavior[J]. China Collective Economy, 2022 (05): 59.