

(中英双语)

中国B2B2C在线教育平台用户课程 购买意愿的影响因素研究

Determinants of Purchasing Online Courses through
Education Platform in China

◎ 王绍峰 著

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Author Introduction

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前 言

在国家大力推进信息产业和数字经济发展的背景下,立足于国内外在线教育和知识付费行业快速发展的现状,本书先梳理了中国在线教育平台的发展脉络和商业模式,发现在线课程成为在线教育平台的主要收入来源,开展在线教育平台用户课程购买意愿影响因素的探讨有着重要的意义。针对在线课程购买意愿低的问题,通过调研大量相关文献提炼了影响在线课程购买意愿的相关因素,基于感知价值理论、技术接受模型并结合当前的研究情境引入了中介变量、调节变量(网络口碑)和多群组变量(复购历史),提出了中国 B2B2C 在线教育平台课程购买意愿影响因素模型,剖析了影响在线课程购买意愿的相关因素和各因素之间的作用关系,并对是否复购的异质性进行分组建模,得出不同购买历史的用户存在影响机理的差异。本书在数据分析的基础上还进行了相应的讨论并给出了对应的建议,如保证课程质量,提供口碑,根据用户的购买经验进行分组,使用人工智能为用户推荐在线课程;优化时间和空间自治功能,提高 5G、虚拟现实和增强现实的用户体验;使用云服务和大数据技术降低课程价格,提供更多免费试用,以减少用户的感知风险。

本书为深入剖析中国在线教育平台课程消费情景下在线课程购买意愿提供了系统的研究,融合多理论的预测模型和 MGA 多群组技术,为开展相关理论研究提供参考,丰富了本领域的理论研究和研究方法。为了同步国内外研究动态和文献语境,本书采用中英双语进行写作,也便于读者同步了解本领域的中英文表述。

Introduction

In the context of China's vigorous promotion of the information industry and digital economy, it is based on the background of the rapid development of online education and knowledge payment industries at home and abroad. This book first sorts out the development context and business model of online education platforms in China, and finds it is of great value to explore the factors affecting users' intention to buy online courses. Aiming at the problem of low online course purchase intention based on the current status quo, this book researched a large number of relevant documents, it refined the relevant factors that affect online course purchase intention, based on the perceived value theory, technology acceptance model and combined with the current research situation, introduced mediation variables, moderation variables (Internet word-of-mouth) and multi-group variables (repurchase history), and proposed a model of influencing factors of China's B2B2C online education platform course purchase intention, and identified the influence factors of online education platform course purchase intentions, analyzed the relevant factors that affect online course purchase intentions and the relationship between the factors, and the heterogeneity of whether to repurchase is grouped and modeled to find that users with different purchase histories have differences in the

influence mechanism. Based on the data analysis, this study also discussed the corresponding recommendations, such as guaranteeing course quality, providing word-of-mouth, grouping users according to their purchasing experience, using artificial intelligence to recommend online courses for users; optimizing functions of time and space autonomy, improving user experience with 5G, virtual reality, and augmented reality; reducing course price with cloud services and big data technologies, and providing more course free trial in an attempt to reduce users' perceived risk.

This book provides a systematic research for the in-depth analysis of online course purchase intention under the course consumption scenario of China's online education platform. It integrates multi theoretical prediction model and MGA multi group technology to provide reference for relevant theoretical research, and also enriches the theoretical research and research methods in this field. For researchers and practitioners to keep abreast of domestic and foreign research trends and literature context, this book is written in both Chinese and English, which is also convenient for readers to understand the Chinese and English expressions in this field.

目 录

第 1 章 绪 论	1
1.1 研究背景	1
1.2 研究问题描述	3
1.3 研究目标	4
1.4 研究方法	4
1.5 研究框架	5
1.5.1 研究路径	5
1.5.2 研究章节安排	7
1.6 研究价值和贡献	8
1.6.1 现实价值	8
1.6.2 理论价值	9
1.7 本章小结	9
Chapter 1: Introduction	11
1.1 Research Background	11
1.2 Research Problems	15
1.3 Research Objectives	17
1.4 Research Methods	17
1.5 Research Framework	20
1.5.1 Research Path	20
1.5.2 Chapter Arrangement	20
1.6 Research Value and Contribution	23
1.6.1 Realistic Value	23
1.6.2 Theoretical Value	24

1.7 Chapter summary	25
第 2 章 文献综述与理论基础	26
2.1 购买意愿相关研究综述	26
2.1.1 购买意愿相关研究综述	26
2.1.2 感知价值与购买意愿相关研究综述	27
2.1.3 在线口碑与购买意愿相关研究综述	28
2.1.4 在线购买意愿相关研究综述	29
2.2 顾客感知价值相关研究综述	30
2.2.1 顾客感知价值相关研究综述	30
2.2.2 网络顾客感知价值相关研究综述	32
2.2.3 感知风险与顾客感知价值的相关研究综述	33
2.2.4 感知成本与顾客感知价值的相关研究综述	33
2.2.5 在线口碑与顾客感知价值的相关研究综述	34
2.3 理论基础	35
2.3.1 顾客的感知价值	35
2.3.2 感知风险理论 (PR)	37
2.3.3 技术接受模型 (TAM)	37
2.4 本章小结	38
Chapter 2: Literature Review and Theoretical Foundation	39
2.1 Literature on PI	39
2.1.1 Literature of PI	39
2.1.2 Literature of PV and PI	41
2.1.3 Literature of online WM and PI	43
2.1.4 Literature of online PI	45
2.2 Literature of CPV	51
2.2.1 Literature of CPV	51
2.2.2 Literature of online CPV	56
2.2.3 Literature of PR and CPV	59
2.2.4 Literature of PC and CPV	60
2.2.5 Literature of online WM and CPV	61

2.3	Theoretical Foundation for PI	63
2.3.1	CPV	63
2.3.2	PR	67
2.3.3	TAM	68
2.4	Chapter summary	70
第3章	B2B2C 在线教育平台概述	71
3.1	在线教育概述.....	71
3.2	在线教育商业模式.....	76
3.2.1	在线教育平台分类和商业模式.....	76
3.2.2	商业模式比较.....	77
3.2.3	B2B2C 在线教育平台相关介绍	78
3.3	全球在线教育发展概述.....	79
3.3.1	美国、英国等国的在线教育行业概况	79
3.3.2	中国在线教育行业概况.....	81
3.3.3	中国在线教育平台典型企业分析.....	82
3.4	本章小结.....	84
Chapter 3:	An Overview of B2B2C OEP Industry	85
3.1	An Overview of Online Education	85
3.2	Business Model of Online Education	94
3.2.1	OEP Classification and Business Model	94
3.2.2	Comparison of B2B2C OEPs, B2C Online School, and Knowledge-based Pay	95
3.2.3	An Introduction of B2B2C OEPs	96
3.3	Overview of Global OEI Development	100
3.3.1	Overview of Foreign Global OEI Development in the United States, the United Kingdom	100
3.3.2	Overview of China's OEI	104
3.3.3	Analysis of Typical China's OEP Enterprises	107
3.4	Chapter Summary	109

第 4 章 研究设计与数据收集	110
4.1 模型建立	110
4.2 变量构念与研究假设	110
4.2.1 课程购买意愿	111
4.2.2 感知价值	112
4.2.3 在线口碑	112
4.2.4 感知风险	113
4.2.5 感知成本	114
4.2.6 感知有用性、感知易用性	114
4.2.7 课程免费试听	115
4.2.8 时空自主性	115
4.2.9 控制变量与课程购买意愿关系	116
4.3 研究设计	118
4.3.1 问卷设计	118
4.3.2 问卷结构	118
4.4 量表开发与问卷设计	118
4.4.1 量表开发	118
4.4.2 问卷设计与预调研	121
4.5 数据收集与整理	122
4.5.1 样本容量确定	122
4.5.2 数据收集方法	122
4.5.3 数据整理	123
4.6 本章小节	123
Chapter 4: Research Design and Data Collection	125
4.1 Factors Influencing Users' PI	125
4.2 Variable Constructs and Research Hypotheses	126
4.2.1 Course PI	127
4.2.2 PV	128
4.2.3 WM	129
4.2.4 PR	130

4.2.5	PC	132
4.2.6	PU and PEU	133
4.2.7	CFT	134
4.2.8	TSA	135
4.2.9	Relationship between Control Variables and PI	135
4.3	Research Design	138
4.3.1	Questionnaire Design	138
4.3.2	Questionnaire Structure	139
4.4	Scale Development and Questionnaire Design	139
4.4.1	Scale Development	139
4.4.2	Questionnaire Design and Pre-investigation	143
4.5	Data Collection and Processing	145
4.5.1	Determination of Sample Capacity	145
4.5.2	Methods of Collecting Data	145
4.5.3	Data Cleaning	146
4.6	Chapter summary	148
第 5 章	数据统计与分析	150
5.1	数据分析方法和工具	150
5.2	描述性统计分析	151
5.2.1	人口统计特征相关分析	151
5.2.2	在线教育平台使用情况描述性统计分析	154
5.2.3	模型变量描述性统计分析	155
5.3	信度、效度与数据检验	160
5.3.1	信效度分析	160
5.3.2	模型信度与效度分析	161
5.3.3	共同方法偏差检验	164
5.3.4	多重共线性检验	164
5.4	模型检验分析	166
5.4.1	结构方程模型验证	166
5.4.2	模型适配度检验	169
5.4.3	模型预测力分析	169

5.4.4	模型中介效应分析	170
5.4.5	模型调节作用检验	172
5.4.6	控制变量影响分析	173
5.4.7	有调节的中介的效应分析	174
5.5	多群组比较分析	175
5.6	本章小结	178
Chapter 5: Data Statistics and Analysis		180
5.1	Data Analysis Methods and Tools	180
5.2	Descriptive Statistical Analysis	181
5.2.1	Descriptive Statistical Analysis of Demographic Characteristics of Sample Data	181
5.2.2	Descriptive Statistical Analysis of the Use of OEPs	186
5.2.3	Descriptive Statistical Analysis of Variables in the Model	188
5.3	Reliability Validity and Data Test	193
5.3.1	Reliability and Validity Analysis of Questionnaire Data	193
5.3.2	Reliability and Validity Analysis of the Model	195
5.3.3	Common Method Deviation Test	198
5.3.4	Multicollinearity Test	200
5.4	Model Hypothesis Test and Analysis	201
5.4.1	Structural Model Validation	201
5.4.2	Model Goodness-of-fitness Test	205
5.4.3	Model Prediction Relevance Analysis	206
5.4.4	Mediation Effect Analysis	207
5.4.5	Moderation Effect Test	209
5.4.6	Analysis of Impacts of Control Variables	210
5.4.7	Analysis of Moderated Mediation Effect	211
5.5	Multi-group Analysis	213
5.6	Chapter summary	216

第 6 章 结论与展望	218
6.1 研究结论与管理启示	218
6.1.1 课程购买意愿直接影响因素探讨	218
6.1.2 课程购买意愿间接影响因素探讨	221
6.1.3 关于课程口碑的探讨	224
6.1.4 关于用户年龄、教育的探讨	225
6.2 研究建议	226
6.3 研究创新	227
6.4 研究局限与展望	228
Chapter 6: Conclusions and Prospects	230
6.1 Research Conclusions and Management Implications	230
6.1.1 Factors Directly Affecting PI	230
6.1.2 Discussion on Factors Indirectly Affecting PI	235
6.1.3 Discussion on WM	239
6.1.4 Discussion on Users' Age and Education Background	241
6.2 Research Recommendations	242
6.3 Research Innovation	244
6.4 Limitations and Outlook	245
附录 调查问卷正文	247
Appendix: Questionnaire content	251
参考文献	256

