UNIVERSITY OF TURKU

Abstract

In recent years, the development of the online retail market has become more and more diversified. There are a large number of advertisements and products gathered on major e-commerce platforms. Consumers cannot efficiently select the products they want in the huge product pool, and it is also difficult for merchants to select high-quality products. The products are precisely oriented to consumers, so the e-commerce shopping guide industry has begun to spread, develop and become popular. To help consumers select high-quality goods more quickly, the e-commerce shopping guide platforms collect and integrate information and discounts for users, and provide users with decision-making suggestions. However, there is a phenomenon that users who are dissatisfied after purchasing a product because of product price reduction, quality problems or logistics problems become angry with the e-commerce shopping guide platform. As a result, users even quit and uninstall the e-commerce shopping guide platform completely. In fact, the result should be the responsibility of the merchant who sells the product.

This thesis takes the e-commerce shopping guide platform "Shenmezhidemai" as the research object, and uses grounded theory, case study and in-depth interview to carry out this research. First of all, this thesis sorts out the relevant research on e-commerce shopping guide platform and user loyalty, and conducts an overview of the environment, development history and status quo, classification, characteristics and profit model of e-commerce shopping guide platform. Secondly, based on grounded theory and in-depth interview method, 20 people participated in the interview, and the interview records of about 20,000 words were obtained. Through open coding, axial coding, selective coding and other processes, the key influencing factors of e-commerce shopping guide platform user loyalty are analyzed and the theoretical model is constructed. Through the eight categories of user-related factors, information utility, system utility, platform reputation, recommending function, interactive function, price comparison function and cross-border shopping function, the model of influencing factors of e-commerce shopping guide platform user loyalty is carefully analyzed. Finally, aiming at the above eight categories, corresponding suggestions are put forward for e-commerce shopping guide platforms to cultivate and increase user loyalty. The thesis hopes to provide some implications and recommendations for the development of e-commerce shopping guide platforms.

Key words	E-commerce shopping guide platform, User loyalty, Influencing factors, Grounded theory

THE INFLUENCING FACTORS OF USER LOYALTY ON E-COMMERCE SHOPPING GUIDE PLATFORM

Take "Shenmezhidemai" for example

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1   INTRODUCTION

1.1   Background

With the continuous development of Internet technology, especially the widespread application of mobile Internet technology, China has entered the era of comprehensive mobile Internet. According to the 47th "Statistical Report on Internet Development Status in China" released by CNNIC, online retail sales reached 11.76 trillion yuan, an increase of 10.9% over 2019. Among them, the online retail sales of physical goods were 9.76 trillion yuan, accounting for 24.9% of the total retail sales of consumer goods. By December 2020, the number of online shopping users in China has reached 782 million, an increase of 72.15 million from March 2020, accounting for 79.1% of the total Internet users. Since 2013, China has been the largest online retail market in the world for eight years (CNNIC, 2021).

In the face of the severe challenge of the epidemic, the supporting capacity of Chinese online retail market is further highlighted. Online retail provides important support for opening up the economic cycle through methods such as consumption expansion of domestic demand, innovation to promote development, and empowerment of the market. People's consumption habits and shopping scenes are gradually moving towards online consumption. While users are pursuing quality upgrades, consumption upgrades continue to promote the diversified development of the online retail market. On the other hand, as the scale of online shopping users expands, e-commerce apps are also continuously divided in terms of model and scale, and turn more vertically refined. The apps add some new e-commerce functions such as interactive function and cross-border shopping function to broaden the users' purchase scenes.

Due to the diversified development of the online retail market, there are a large number of advertisements and products gathered on major e-commerce platforms. Consumers cannot efficiently select the products they want from the huge product pool, and it is difficult for merchants to accurately direct high-quality products to consumers. The era of mobile Internet has changed user behavior of using the Internet. User time is cut by various applications, and traffic is gradually fragmented. The e-commerce shopping guide platforms connect consumers with each other like a value creation network by building big data platforms and smart marketing platforms, discovering, sharing, and recommending products. Consumers have limited time and energy, and the e-commerce shopping

guide platform collects and integrates information on discounts for users, and provides users with decision-making suggestions. However, there is a phenomenon that users who are dissatisfied after purchasing a product because of product price reduction, quality problems or logistics problems become dissatisfied with the e-commerce shopping guide platform. As a result, users even quit and uninstall the e-commerce shopping guide platform completely. In fact, the result should be the responsibility of the merchant who sells the product. With the increasing popularity of online retail and fierce competition in the e-commerce shopping guide industry, it is necessary for us to explore how the e-commerce shopping guide industry can take corresponding measures to effectively attract and retain users by studying the influencing factors of user loyalty on the e-commerce shopping guide platform.

1.2 Significance

As a new trend in the development of the e-commerce industry, e-commerce shopping guides have brought tremendous changes to the field of e-commerce. The development of social e-commerce allows users to obtain the product information they want through information aggregation and personalized shopping guide services. They are able to enjoy the fun of interactive communication and obtain information more efficiently. Nowadays, users can go shopping online anytime and anywhere, and the time spent each time is relatively short. Therefore, direct and accurate push by merchants and platforms is becoming more and more critical. In the future, the e-commerce shopping guide industry will continue to expand its business scope, which contains huge industry potential and brings various opportunities and challenges to the online retail market. It can be seen that the research on e-commerce shopping guide platforms is of great value in academic circles and in the industry.

(1) Theoretical significance

In the past, scholars' research on e-commerce platforms mostly focused on shopping platforms, such as Taobao, JD and Amazon, but less research on e-commerce shopping guide platforms. Based on the perspective of consumers this thesis adopts grounded theory approach to explore the influencing factors and the function path model of e-commerce shopping guide platform user loyalty, and hope to provide a new perspective that can be referred to for subsequent related research. This thesis provides suggestions for promoting the activity of e-commerce shopping guide platforms and enhancing user loyalty. It has

certain academic theoretical significance and provides new research ideas for research in this field.

(2) Practice significance

1) The emergence and popularization of e-commerce shopping guide platforms have changed the way users obtain product information and the form of communication. It caters to the characteristics of fragmented traffic in modern fast-paced life and is a new development trend in the field of e-commerce. Therefore, research on the key factors that affect the user loyalty of e-commerce shopping guide platforms can provide decision-making support for the platform to provide users with high-quality information services more effectively and help create a higher quality e-commerce shopping guide platform.

2) The results of this thesis can provide some reference for the development of the e-commerce shopping guide industry to a certain extent and prompt the platform to pay attention to the importance of related influencing factors. This thesis have practical significance for maintaining the users of the e-commerce shopping guide platform and preventing the loss of users. It also has certain practical guiding significance for the management and better construction of other e-commerce shopping guide platforms.

3) For users, the good development of e-commerce shopping guide platforms can not only provide users with high-quality services, but also enable users to purchase their favorite products more efficiently, safely and cheaply through the platform.

1.3   Research question and purpose

1.3.1   Research question

The research question of this thesis is: What factors affect the user loyalty of e-commerce shopping guide platforms? The question aims to explore the overall perception of users on e-commerce shopping guide platforms and the types of loyalty factors that users are aware of on e-commerce shopping guide platforms (including positive and negative factors, macro and micro factors, subjective and objective factors, and intuitive factors and potential factors, etc.), as well as descriptions and opinions on specific types of influencing factors.

1.3.2   Research purpose

Customers generally refer to individuals or organizations that purchase goods or obtain services in shops and service industries, while customers in the mobile Internet generally

refer to individuals who use Internet products and Internet services, that is, users. Scholars understand that meeting customer needs is an important condition for establishing competitive advantages of a company. Therefore, scholars have carried out a series of studies on the topic of improving customer satisfaction. The e-commerce shopping guide platform is the current outlet of the online retail market. How to make products stand out among so many e-commerce shopping guide platforms and win a competitive advantage is an urgent problem for Internet companies to solve. In the final analysis, the focus is on how to meet user needs, improve user satisfaction, form user loyalty, and obtain more user retention. This thesis selects this special field of e-commerce shopping guide, and further studies the influencing factors of user loyalty of the e-commerce shopping guide platform, and mainly hopes to achieve the following goals:

(1) This study follows the ideological guidance and experimental steps of grounded theory approach, and determines the influencing factors of e-commerce shopping guide platform user loyalty from the original interview data obtained from in-depth interviews, aiming to analyze user behavior and experience in depth feelings, etc., understand the characteristics of users' needs, and initially build a model of influencing factors of user loyalty on e-commerce shopping guide platforms.

(2) Based on the research results, this thesis proposes improvements to the e-commerce shopping guide platform to improve the overall quality of the e-commerce shopping guide platforms and make the product more in line with user needs and value orientation. This thesis lays a certain foundation for improving user satisfaction and user loyalty.

1.4　Innovations of the study

In the previous studies, researches on the field of e-commerce shopping guide and the analysis of the influencing factors of loyalty have been very complete, but there are few researches on the intersection of the two fields, among which there are few literature using the grounded theory. Due to the rapid development of e-commerce shopping guide platforms, the related research and practice appear to have more theoretical significance and practical value. Therefore, this study is innovative in the research on the factors affecting e-commerce shopping guide platform user loyalty.

This study chooses to use the grounded theory research methods to fit the user's feelings to the greatest extent, and conduct coding research on the original data obtained from in-depth interviews. For the research on e-commerce shopping guide platforms, the existing research methods are mainly quantitative research, including descriptive statistics, factor

analysis, regression analysis, etc. There are few literature using grounded theory as the research method. This thesis proposes a different research model and provides new perspectives for the research on the factors affecting e-commerce shopping guide platform user loyalty, and provides new explanations for the improvement methods of existing e-commerce shopping guide platform problems.

1.5 Structure of the study

Chapter 1 is introduction which sorts out the origin and industry development of e-commerce shopping guide platforms and summarizes the problems encountered by current e-commerce shopping guide platforms. Then summarize the significance of this research, and finally introduce the structure of this thesis, and explain the innovations.

Chapter 2 is literature review. The current research on e-commerce shopping guide platforms is sorted out, and multiple factors affecting loyalty are summarized from the perspective of consumers.

Chapter 3 is the discussion on the used methodology and the construction of user loyalty influencing factors model based on grounded theory. This chapter first designs the research plan, determines the sample selection and interview outline, and then refines and integrates the collected original interview data through the three-round coding process of open coding, axial coding and selective coding, and finally analyzes the key influencing factors, constructs the theoretical model and carries out the theoretical saturation test.

Chapter 4 is analysis of influencing factors of user loyalty of e-commerce shopping guide platform. This chapter analyzes the influencing factor model of e-commerce shopping guide platform user loyalty in more detail through the five aspects of users, platform information quality, platform system quality, platform reputation and platform function quality.

The last chapter 5 summarizes the main conclusions and some suggestions are put forward for the development of e-commerce shopping guide platform based on the research results. Finally, it reflects on the deficiencies of this thesis and looks forward to the future research direction.

2 THEORETICAL BACKGROUND

2.1 User loyalty

2.1.1 Definition of user loyalty

At the beginning, many scholars' research defined user loyalty as a user behavior, and believed that user purchase frequency is an important criterion for judging user loyalty (Tucker, 1964). With the introduction of the concept of user loyalty into business research, scholars have found that the purchase frequency of users may be limited by some environmental factors, which cannot truly reflect whether they are loyal or not. For example, it is also greatly related to users' purchasing habits, budget, product substitution and other factors. As a result, the concept of user loyalty is not universally accepted. In recent years, user loyalty has become a focus of scholars, who believe that loyalty originates from the psychological level and purchasing behavior is an externalized manifestation. Frederick and Sasser (1990) proposed that in addition to the frequency of purchase, the extent to which users actively purchase products and services or recommend them to others as their first choice is also an indicator of user loyalty. Since then, scholars' research on user loyalty has mainly focused on behavioral loyalty and attitude loyalty. At present, there are a lot of research and literature on user loyalty in academia. After analysis and summary, the research on user loyalty mainly fall into the following three categories:

(1) Behavioral loyalty

Kuehn (1962) proposed that loyal users will repeatedly make purchases, and the willingness to purchase again represents user loyalty. Wellington (1995) proposed that user loyalty should be measured by counting the number of repeated purchases and the duration of repeated purchases. Frederick (1996) believed that user loyalty is reflected in the user's recognition and affirmation of services and products. Griffin (2002) pointed out that user loyalty is also reflected in actively recommending the product and service to others, and is not attracted by other similar products and services. With the in-depth study of user loyalty in academia, many scholars believe that there is a certain deviation in judging user loyalty by repeated purchase behavior. Later, many scholars studied the concept of user loyalty from the perspective of user attitude.

(2) Attitude loyalty

Ajzen (1980) proposed that user loyalty means that users have a psychological dependence on the brand, and that dependence directly affects the user's consumption behavior

for products or services. He believed that loyalty is the emotional loyalty of users. The research of Richard (1995) showed that loyal users can withstand changes in the consumption environment or when other products have promotional activities, they still insist on buying the products they originally liked. Jones and Sasser (1995) used emotional identification to explain customer loyalty. They believed that user loyalty is the satisfaction and sense of belonging to a certain product or brand for long-term use (Jones,1995). As scholars continue to deepen the research on attitude loyalty, some scholars have detailed it, and believe that attitude loyalty is not only the consumer's emotional preference for the enterprise, but also the loyalty to all aspects of the enterprise. Scholars used users' emotions, preferences, and mental states as the basis for judging loyalty.

(3) Comprehensive consideration of behavior and attitude

In recent years, scholars believe that user loyalty is more complicated. It is impossible to fully explain the change process of loyalty from generation to development only from behavior or attitude. Many scholars have proposed that loyal users must have both behavioral loyalty and attitude loyalty. This theory is affirmed and applied by most scholars. Gremler and Brown (1996) believed that loyal users can improve and stick to their original choices when competing products appear or when user needs arise. Wang and Feng (2002) believed that loyalty is not a unilateral performance, but a combination of inner positive tendencies and continuous buying behavior.

This thesis will combine behavioral loyalty and attitude loyalty to conduct research, and define user loyalty as the repeated use behavior, recognition of products or services, willingness to recommend products or services to others, and continue to use the product when other similar products appear.

2.1.2 Internet user loyalty

With the rapid development of Internet technology and the continuous development of the e-commerce field, the research conclusions of traditional user loyalty have been continuously applied to the Internet. More and more Internet service providers realize that loyal users will bring considerable profits to enterprises, and the cost of maintaining loyal users is much lower than developing new users. After Reichheld and Schefter (2000) proposed that users also have user loyalty in the online world, scholars conducted in-depth research around online loyalty. Reichheld (2000) and Jones (2000) believed that the research conclusions of traditional user loyalty are also applicable in the Internet environment. Smith (2001) investigated the consumption behavior of online users and his

research showed that the higher the perceived value of users, the greater the probability of repeated purchases, and even promotes their purchase methods to friends.

By analyzing users with online shopping experience, Kim (2009) believes that online user loyalty is affected by factors such as user trust, user satisfaction, and online retailer quality. Usability and response speed have an impact on user trust and user satisfaction, while web design affects user satisfaction, security and privacy affect user trust which has a positive impact on user satisfaction (Kim & Jane,2009). Smith (2001) conducted a survey on online users' consumption behavior, and the results showed that the higher the perceived value, the greater the probability that customers will repeat purchases, and may even promote the purchase method and approach to acquaintances. Anderson and Srinivasan (2003) proposed that the influence process of user satisfaction is regulated by the business capabilities and private functions of the enterprise. Lam (2004) conducted a more in-depth study on B2B e-commerce, and the results showed that conversion cost and satisfaction have a positive impact on loyalty, and customer value is the main factor affecting satisfaction. Carlson and Sinnappan (2003) proposed that service quality affects loyalty by affecting satisfaction.

In the above research, Smith (2001) researched online customers' purchasing behavior from the user's perceived value drive, while scholars such as Anderson and Carlson were more investigating the driving effect of satisfaction on user loyalty. Of course, in terms of multiple driving factors, Lam et al. (2004) discussed the relationship between satisfaction, switching cost, and loyalty for e-commerce, and proposed that satisfaction and switching cost have a positive effect on loyalty, and pointed out that perceived value is the main factor affecting satisfaction.

Wang et al. (2005) put forward the driving factors of loyalty: customer value, satisfaction and trust, emotional investment, conversion cost. Zhi et al. (2007) found that in the e-commerce environment, the influencing factors of user loyalty include satisfaction, trust, customer expectations, customer cognitive value, and conversion cost. Li (2015) studied online group purchase consumer loyalty from the perspective of overall experience and believed that emotion and pleasure experience value play an intermediary role, and cognitive experience value is used to affect pleasure experience through emotional arousal. Combining the new environment of e-commerce, Cao (2019) believed that note quality, service quality, relationship strength, social reputation, and mall product quality are the factors affecting user perceived value (including functional value and emotional value) and user loyalty.The current research on online user loyalty is mostly based on social

networking sites such as Weibo and WeChat, or social e-commerce platforms such as Xiaohongshu. It is necessary for us to carry out further research on user loyalty in the e-commerce shopping guide platform with shopping guide characteristics. From the above research, it can be seen that the existing online user loyalty model is not enough to fully explain the relationship between the loyalty to the e-commerce shopping guide platform and the attitude of the relevant seller and the shopping platform in the cross-platform use behavior of users to purchase goods through the e-commerce shopping guide platform. Therefore, there is still room for research on user loyalty in the context of e-commerce shopping guides. With the development of the Internet and mobile devices, e-commerce shopping guide platforms are constantly changing their own models and forms. As a new trend in modern consumer shopping, e-commerce shopping guide platforms require further in-depth research.

2.2   E-commerce shopping guide platform

2.2.1   Definition of e-commerce shopping guide platform

E-commerce shopping guide platforms refer to those platforms that collect online retail product information to provide users with product evaluation information, price comparisons, experience sharing and exchanges. The e-commerce shopping guide platform is for users to discover and select goods and services. The early e-commerce shopping guide platforms mainly focused on saving money for consumers, and mainly provided consumers with information such as price comparisons, discounts, and rebates. They rarely involved customer reviews, customer experience sharing and interaction, therefore this kind of shopping guide platform is also known as a price comparison shopping platform. The development of online shopping has gradually increased the number of shopping guide platforms, and the development of social networks has gradually lost the advantages of shopping guide platforms that simply provide price comparison, discount, and rebate services, because they mainly attract price-oriented consumers, and these consumers have low loyalty. With the development of social media, many e-commerce shopping guide websites have begun to build communities for consumers to share and communicate by themselves. This kind of shopping guide platform has gradually become the mainstream model. This thesis is also studying the e-commerce shopping guide platform of this model. The term social e-commerce was first proposed by Yahoo in 2005. In academic research, the definition of social e-commerce was first proposed by Jascanu and Nicolau (2007).

They believed that social e-commerce is a form of network interconnectionwhich provides an equal market and communication platform between retailers and consumers. It uses a series of social means such as chat rooms, broadcasts, and forums to share shopping information, experience, high-quality online stores, products, etc.

The most representative social e-commerce is Pinterest, which appeared in 2010.It is a photo sharing site characterized by "waterfall flow" which means that when you slide the page, the content will continue to refresh out, and it feels like it has not been sliding to the end. In the social dimension, Pinterest has rapidly developed into a platform second only to Facebook and Youtube within half a year. Later, a large number of shopping platforms on social networks and picture sharing began to appear in China, such as "Meilishuo" and "Mogujie". Such platforms have a large amount of user-generated content, which not only allows users to conduct social interactions, but also help them make purchase decisions, effectively improving the frequency of use of users.

Social e-commerce is different from traditional e-commerce and has more connotations. At present, there is no standardized definition of social e-commerce, but it is generally believed that social e-commerce is a model that uses Web 2.0 technology to deeply integrate social networks and online shopping. Web 2.0 is a different model from traditional Web 1.0. Web 1.0 is mainly led by the editors of the platform to generate content, while Web 2.0 is led by users to generate content. Around this point of view, the definitions given by scholars are mainly shown in Table 1.

Table 1. Main definitions of social e-commerce

Author	Year	Definition
Jascanu et al.	2007	Social commerce is a combination of social networking and e-commerce.
Jia & Eder	2009	Social commerce is an extension of B2C e-commerce. Consumers exchange a series of online shopping auxiliary activities on the social commerce platform, such as discovering products, integrating and sharing product information, and making purchase decisions based on this.
Olbrich & Holsin	2011	Social commerce is an online shopping service that connects buyers, discovers products, shares, comments, and makes purchases, and provides potential interactive functions and user-generated purchasing functions as well as convenient purchases.
Huang	2013	An Internet-based business application that uses social media and Web 2.0 technology to support social interaction and user-created content(UGC) to help consumers make purchase decisions and obtain products or services in online markets or communities.
Ng	2013	Through the online purchase and sales activities generated by social media, its commercial transaction platform can be either social media (such as a store on Facebook) or other e-commerce sites.
Shin	2013	A subset of e-commerce that uses social media to support social interaction, support user contribution content, and support online purchase and sale of products and services.

2.2.2   Research on e-commerce shopping guide platform

In academia, the research field of e-commerce shopping guide is still in the pioneering stage. There have been some papers that design shopping guide strategies from the perspective of user logs and user behaviors, especially the implementation of shopping guides through recommendation systems.

Tam (2005) and others believe that the consistency between consumer preferences and personalized recommendations in a specific field reflects the quality of personalized recommendations on the platform. Liang (2006) put forward that the key prerequisite for consumers to evaluate personalized content is the accuracy of the recommended content, that is, whether the recommended content matches the interests of consumers. Nilashi (2016) also proposed that accurate recommendations for customer are the core function of e-commerce shopping guide platforms. Vargas and Castells (2011) proposed different computational metrics to evaluate the novelty level of recommendations. Their indicators include the general popularity of a certain product on the platform, and the similarity between the recommended product and the product that users have had positive experiences in the past. In addition to these factors, Ge et al. (2010) regarded serendipity as a form of novelty that may help improve the usefulness of recommendations.

Cenfetelli and Schwar (2011) studied the inhibitory factors of object-based technology acceptance, and found and verified six inhibitory factors related to information and system quality, including false information and information overload. Craig et al. (2012) showed that when consumers are exposed to persuasive information, they will doubt the authenticity of the information. Olbrich and Holsing (2011) proposed that since recommended content is considered utilitarian and persuasive, consumers may doubt the purpose of the platform and believe that the platforms only gain revenue by promoting commodity sales through advertising to merchants. Therefore, product recommendations in e-commerce shopping guide platforms may send potentially deceptive signals to consumers.

The study of Lin (2014) showed that recommendations from users have a stronger influence on product sales than system recommendations. Hajli (2015) experimented and proved that social e-commerce has a direct effect on purchase intention, and trust has an indirect effect on purchase intention. Verma (2015) et al. designed a PageRank algorithm for e-commerce based on semantics and neural networks, which can help consumers to purchase products with the advantages and disadvantages of different competing products, recommend related products to consumers, and increase revenue. Related research on e-commerce recommendation systems has been common, including the improvement of collaborative filtering algorithms under cloud computing platforms (Zhao et al., 2014), the continuous expansion of hybrid algorithms (Bae et al.,2007), the integration of user mental models (Wang & Zhao,2012) and other aspects. Faced with the problem of information overload, personalized recommendations are generally valued to guide consumers to obtain the desired products more efficiently (Zhang & Kuang,2014).

On the basis of demand analysis, Li (2012）used data mining technology to analyze user information and Web logs, and designed and implemented a system model of an intelligent shopping guide platform for home appliances. Dai (2014) conducted related research on the user behavior tendency of shopping guide websites, and proposed a model of the factors affecting user behavior tendency of shopping guide websites. He believed that the perceived service quality and perceived service ability would have a certain impact on the behavior tendency of users, thus further stimulating the purchase tendency of users. Huang (2014) analyzed the influencing factors of user acceptance of e-commerce shopping guide websites from the perspective of user behavior. Tong (2017) proposed the relationship model between the service quality of e-commerce shopping guide websites

and users' willingness to continue using. She believed that the design features, price advantages, ease of use, reliability, social interaction and users' perceived usefulness of the service quality of the shopping guide platform will all have a positive impact on users' willingness to continue using. Wang Jun (2016) summarized the shopping guide strategies and methods implemented on mainstream domestic e-commerce websites, and extracted four e-commerce shopping guide application elements, which are shopping guide purpose, shopping guide form, shopping guide content and shopping guide application scenarios. He discussed user demand factors on the influence of the elements of shopping guide, and finally proposed the e-commerce shopping guide mechanism model based on user needs, which provided theoretical guidance and solutions for the systematic shopping guide of the e-commerce platform.

Previous scholars have carried out a series of studies on e-commerce shopping guide websites. People used e-commerce shopping guide and shopped on PC in the past, but now most people only used shopping guide and shop on mobile phone. However, there are many differences between mobile e-commerce shopping guide platforms and PC terminals. With the advent of the mobile Internet era, peoples behavior on the Internet has changed, and user time has been different. The application of mobile e-commerce is becoming more and more fragmented. Therefore, the direct and accurate push of the platform is becoming increasingly more critical. The mobile e-commerce shopping guide platform will be the focus of research in this field.

2.3   Summary

This chapter is theoretical background of the thesis. It mainly sorts out the relevant literature, then gives a detailed overview of the definition of e-commerce shopping guide platforms and user loyalty. Finally, it clarifies the contribution and shortcomings of the existing research through the literature review results, and elaborates the research direction and value of this thesis. The summary of relevant concepts in this chapter lays a solid theoretical foundation for the construction of this research model.

3 METHODOLOGY

3.1 Grounded theory

3.1.1 Introduction to grounded theory

After comparing the three theories, it is found that the biggest difference between the classical grounded theory and the proceduralised grounded theory lies in the coding process. The coding process of the former is divided into two steps: substantial coding and theoretical coding, while the latter is divided into three steps: open coding, axial coding and selective coding. There is little difference between the data analysis and its decoding process, all of which are the process of conceptualizing and forming categories by crushing the data. Among the three mainstream methodologies, the proceduralised grounded theory is most commonly used. According to the research content, the use of procedural coding can greatly improve the accuracy of coding, so the proceduralised grounded theory is used for this thesis.

The application of grounded theory must have empirical evidence and relatively original data as the support for research. It is not rigidly dependent on previous experience, but abstract expression of the core factors that reflect the development essence of things from facts. Grounded theory aims to reveal the reasons behind the development of things. Starting from the phenomenon itself, it conceptualizes the various factors that reflect the nature of the development of things. Its research foundation is the phenomenon that exists in life or the basic data obtained from research (Berterö, 2012). Because the proceduralised grounded theory is too procedural and formulaic, although it is currently the most widely used set of research method, it is also the most misunderstood approach (Chen, 2018). There is no right or wrong genre, but all have the possibility of being criticized.

Grounded theory emphasizes finding the factors that best reflect the nature of the development of things from the most primitive data. Therefore, when collecting the original data, it is necessary to ensure the authenticity and validity of the original data. When conducting interviews, interviewees should not be disturbed by literature or other opinions. The information obtained in the interview must be able to truly reflect the true thoughts and opinions of the interviewee. (Chen, 1999). Grounded theory emphasizes that researchers should not be biased with their own theoretical knowledge when collecting

and analyzing data. When the conceptual data analysis process is completed, it is necessary to review and compare relevant theoretical literature to further determine whether this research can be echoed with existing literature and theories. When researchers have the ability to separate from the acquired knowledge, put aside prejudices and re-examine the data, theoretical and practical knowledge can improve the theoretical sensitivity of the researcher, so that researchers can form a good theory in the presented data (Urquhart & Fernandez, 2013).

3.1.2 Grounded theory research steps

Grounded theory takes the original data as the core, and hopes to dig out deep-seated relationships through the research of the original materials. The research process has rigorous logical steps. Based on the characteristics of the research problem, the research steps of this thesis are determined, including the following six steps.

(1) Clarify the research question

Determining the research question is the primary task of conducting research. The research question of this thesis is to determine the influencing factors of user loyalty on e-commerce shopping guide platform.

(2) Complete the research design

After clarifying the research questions and research methods, it is necessary to design the research according to the focus of the research. This thesis chooses the interview method to collect the original data. Therefore, it is necessary to complete the design of the interview framework and the determination of the interview samples.

(3) Data collection

The collection of data is a key step in the use of grounded theory to carry out research. According to the design of the research, research samples are selected for data collection. The main methods of collection include in-depth interviews and questionnaire surveys.

(4) Data analysis

Data analysis is the core part of the application of grounded theory. The main task is to organize and analyze the collected data, and to encode the data layer by layer, so as to realize the abstract expression of key information, including open coding, axial coding, and selective coding.

(5) Induction and synthesis

The content of the code is further divided, and the theoretical system of the research problem is constructed by analyzing the various categories of the code. At the same time, the

conclusions must be verified to see if the theoretical saturation is reached. If the theoretical saturation is not reached, it is necessary to go back to the third step to collect more data and analyse

(6) Research conclusion

By summarizing the research results, the final conclusion can be drawn.

Grounded theory is a kind of qualitative research method. It has no established research hypothesis, and does not require excessive software technical assistance. It is completely based on the subjective judgment on coding and categorization, so conceptualization and categorization need to be more rigorous and careful.

3.2   Method selection of grounded theory

This thesis intends to adopt grounded theory approach to explore the user loyalty of e-commerce shopping guide platform, to refine the key influencing factors of user loyalty of e-commerce shopping guide platform, and initially construct a model of e-commerce shopping guide platform user loyalty.

Grounded theory is a qualitative method that develops and inductively establishes a substantive theory on the basis of systematic collection of data. This research method is suitable for new fields with insufficient theoretical knowledge but urgent need for the support of relevant research theories. Through exploratory research, the theoretical system of research problems can be improved from phenomena to theories. At present, there is a lack of relevant literature and quantitative research on user loyalty of e-commerce shopping guide platform. The research theme of this thesis is not supported by mature theories. For the influencing factors of the loyalty of users of e-commerce shopping guide platform, although the classical measurement scale and structured questionnaire can provide reference to a certain extent, they are not completely applicable. Therefore, the exploratory qualitative research method of grounded theory is very suitable for the research of this topic. In the unpredictable Internet ecosystem, not only e-commerce shopping guide platforms, but also other product development and operation core concerns are how to retain users. It is extremely important to explore the factors affecting user loyalty.

In addition, grounded theory was originally a research method developed in the field of sociology, especially suitable for microscopic, action-oriented social interaction research. The factors that affect the user loyalty of e-commerce shopping guide platforms need to be summarized from the long-term activities. Zhang (2010) and Sun (2011) proposed

grounded theoretical research methods that require the research objects to have the characteristics of process and interaction.

3.3 Method selection of Case study

After comprehensive consideration of e-commerce form, influence, and representativeness, this research selects the e-commerce shopping guide platform "Shenmezhidemai" (https://www.smzdm.com/) to conduct a case study, collect relevant information, and analyze the influencing factors of user loyalty, and provide reference for shopping guide services of other e-commerce shopping guide platforms.

 As a shopping guide platform, "Shenmezhidemai" has found its own value point under the situation of a general lack of traffic and content in e-commerce, providing users with proposals for consumer decisions, while earning commissions and advertising fees. "Shenmezhidemai" has always adhered to the concept that value is the center and has gained the trust of a large number of high-quality users. The customers are mainly divided into two categories, one is domestic e-commerce such as Ali, JD and the other is overseas e-commerce and cross-border platforms such as Amazon Global, eBay, and Macy's. Cooperating with well-known e-commerce and brand merchants has created authority and credibility for the platform. The platform continuously promotes the iterative upgrade of products, and has established a complete shopping guide system for goods and services to meet the shopping guide needs of users in different shopping scenarios, and provide users with a rich and complete consumption path.

The core function of "Shenmezhidemai" is to let users find their favorite products to place an order. This part of users can be divided into two categories, one has clear shopping needs, and the other has no clear needs. For the former, the platform only needs to provide low-priced product information, and improve the link between the platform and the merchant to achieve drainage. For the second type of users, the platform has another task, which is to let users know what to buy. This requires a large amount of recommended content on the shopping guide platform, high-quality sharing and experience, and cultivating users' shopping habits.

Throughout the current mainstream e-commerce shopping guide platforms, integrated with their market performance, public opinion attention, brand reputation, company strength, user evaluation and evaluation results, it can be seen that "Shenmezhidemai" is in the level 2, and its user recognition and loyalty need to be further improved. In addition, with social shopping community, e-commerce live broadcast with goods, and short video

platform entering the e-commerce shopping guide field, "Shenmezhidemai" also faces more competition (He & Li, 2015).

As an important intermediary platform that connects e-commerce, brand owners and users, e-commerce shopping guide platforms can provide e-commerce and brand owners with a large number of high-quality user groups and realize traffic monetization in a short period of time. On the other hand, it also improves the awareness and reputation of e-commerce and brand owners, as well as the stickiness and loyalty of users, and continues to share value for the shopping guide platform and merchants. "Shenmezhidemai" just helps increase traffic to other e-commerce platforms, , so its model is relatively conservative. In fact, the business model of e-commerce shopping guide platforms that collect commissions for profit is contradictory. Users use shopping guides in order to obtain services such as high cost-effective product recommendations. However, if the platform simply promotes non-cost-effective products for the sake of higher commissions, and violates the value proposition of the platform, then the platform will gradually lose its users.

3.4 Data collection

3.4.1 Interview design

This thesis takes the user loyalty of e-commerce shopping guide platform as the research object, discusses the influencing factors of user loyalty, in order to have good two-way communication between the interviewer and the interviewees, and avoid inadequate expression and silence during the interview. For language and other issues, the experiment adopts a semi-structured interview mode, introduces relevant topics when the above-mentioned problems arise, and conducts in-depth interviews. During the interview process, the interviewer immediately asked the interviewee's ambiguous answers, and given sufficient time to think about the question, allowing the interviewee to speak freely, and ensuring that the answers were authentic. The interviews were carried out in the form of face-to-face or online video with the interviewees. With the interviewees' permission, the entire conversations were recorded using recording software to ensure the integrity of the original data. The contents were transcribed into a text format for subsequent collation and analysis to provide original data support for the subsequent application of grounded theory. The detailed interview outline designed in this thesis is shown in Appendix 1.

3.4.2   Selection of interviewees

Compared with the requirements for the number of interviews, in-depth interviews have higher requirements for interview quality. Therefore, it is very important to select appropriate and appropriate interview subjects. According to the "China online shopping Guide Industry Research Report 2019"(ISRR, 2019), three principles are used to determine the respondents. First, interviewees are required to have in-depth use of "Shenmezhidemai", so that these users can express their views more comprehensively. Secondly, the interviewees were identified as college students or young people who have just started working. According to the analysis of industry reports, the user portraits of e-commerce shopping guide platforms were mainly people aged 20-35, few people outside the age range of 20-35 have used this platform, so this interview only divides people aged 20-35 into groups. Among them, young people were more likely to adapt to the development and changes of mobile Internet. Third, the selection of interviewees is not limited to gender, region and educational background, so as to avoid the singleness and particularity of interviewees. The number of interview samples is determined in accordance with the principle of theoretical saturation. The interviewees are selected for interviews, and samples are drawn until no new information is provided, thereby completing the construction of the theory. On the basis of the preliminary information survey work of the interview, the final number of users participating in the formal interview was 20, and the interview record of about 20,000 words was obtained. The formal interview lasted from November 1, 2020 to January 15, 2021.

3.4.3   Interview results statistics

Table 2. "Shenmezhidemai" basic situation of interviewed users

	Index	Number of Samples
Gender	Male	12
	Female	8
Age	20-25 years old	9
	26-30 years old	7
	30-35 years old	4
Education	Bachelor degree and below	6
	Master's degree	10
	PhD	4
"Shenmezhidemai" use time	Less than 1 year	5
	1-3 years	9
	3-6 years	6
Monthly online shopping consumption amount	Below 500 yuan	2
	500-1000 yuan	6
	1000-5000 yuan	8

	5000-10000 yuan	4

It can be seen from the statistical results in Table 2 that there are slightly more men than women in this interview, and they are all between 20 and 35 years old. In terms of academic qualifications, the proportion of masters is the highest, indicating that the respondents generally have high academic qualifications. In terms of the useful life of "Shenmezhidemai", the users who have used it for 1-3 years are the most. In terms of online shopping consumption amount, the users who spend 1,000-5,000 yuan per month are the most, indicating that the respondents have more abundant experience in shopping guide platforms and online shopping. They have purchased goods on e-commerce platforms such as Taobao, Tmall International, JD, Suning International, Pinduoduo, Kaola and Amazon through "Shenmezhidemai".

The selection of the interviewed users in this thesis satisfies the conditions of "in-depth use of e-commerce shopping guide platforms", "understanding the basic concepts of the question being interviewed" and "have the habit of online shopping". Therefore, it can be considered that the data obtained from the interview are valid and can be used as the original data for the grounded theory analysis.

3.5 Data analysis and model construction

3.5.1 Open coding

The classification and coding of original data is based on the basic methods and core links of grounded theoretical analysis. The main purpose of coding is to sort out the collected data sets, explain and construct a framework with meaning and connotation, after re-decomposition, conceptualization and reorganization to get relevant conclusions. In order to achieve the standardization of the coding process, this thesis uses the qualitative analysis software NVIVO12.0 to carry out open coding, axial coding and selective coding. First, in the stage of open coding, the original data are scattered and crushed, the original sentences are analyzed sentence by sentence, and the initial concepts that can represent specific behaviors and ideas are summarized, and the concepts that only appear once are deleted. Then, in the axial coding stage, the extracted initial concepts are compared layer by layer, re-classed, and concepts related to the integration of meaning are extracted to form the main category at a higher abstract level. Finally, selective coding is carried out.

From the perspective of logical relationship, the path relationship between the main categories is found out, the core categories are extracted, and the influencing factors of user loyalty are constructed. Saturation test was carried out after coding to verify the rationality of the model and conclusion.

The basis of theoretical construction is concepts. The purpose of open coding is to conceptualize and label the original data. Through continuous comparison and analysis, the logical relationship between concepts is discovered, and then concepts of the same theme are gathered to construct a more abstract category (Guo, 2015). Based on the principles and characteristics of grounded theories and continuous comparison, this thesis also carries out two tasks: interview data collection and interview data analysis. Within 12 hours after the end of each formal interview, the original interview data recorded and saved with the recording software will be sorted and transcribed. Using NVIVO12.0 software tools, the 20 official interview records were created as data sources for management. During theopen coding, centering on the framework of the research topic, the original statements of the respondents were analyzed sentence by sentence. The newly discovered initial concepts were put into the next round of interviews for verification, while the initial concepts that could not be traced back to the original data were deleted or revised. When a new phenomenon appears, a new original concept is added to explain it, and the cycle continues until the initial concept reaches saturation.

A total of 137 initial concepts were obtained in the final study, and 102 initial concepts were obtained after merging overlapping, similar or overlapping concepts. A total of 77 initial concepts were obtained after excluding the initial concepts that appeared only once. On this basis, by focusing on the connotation relations among the initial concepts and categorizing them, 28 initial categories are finally obtained. The open coding process is shown in Table 3.

3.5.2 Axial Coding

The purpose of axial coding is to discover the relationships hidden in the interview data, and to identify user interaction behaviors, ideas, etc. that are closely connected to the data relationships. This thesis analyzes and summarizes the 28 initial categories obtained in the open coding stage, establishes the internal logical relationship between the categories, and finally obtains eight main categories, which are user-related factors, information utility, system utility, platform reputation, recommending function, interactive function,

price comparison function and cross-border shopping function. The relationship between each main category and the corresponding initial category is shown in Table 4.

Table 3. Axial coding process

Aggregated concepts	2nd order categories	Definition of categories
User-related factors	User irritability	The user bought the product recommended by the e-commerce shopping guide platform, but was not satisfied with the product, so he turned anger on the e-commerce shopping guide platform.
	User incentive mechanism	Whether the e-commerce shopping guide platform has corresponding rewards for users who actively participate in the behavior.
	Stimulate user desire	E-commerce shopping guide platforms have stimulated users' desire to shop online.
Information utility	Information update speed	The information of recommended products in the e-commerce shopping guide platform should be updated in time.
	Community content	The content displayed and pushed by the community of the e-commerce shopping guide platform generates value to users.
	Comment content	The content of comments in the e-commerce shopping guide platform generates value to users.
	Content distribution fairness	E-commerce shopping guide platforms can balance the display space and frequency of advertising content and non-promotional content.
	Commodity information integrity	Whether the product information and purchase method introduction in the e-commerce shopping guide platform are complete.
System utility	Platform ease of use	Whether the e-commerce shopping guide platform is easy for users to learn and use.
	Interface friendliness	The interface design of the e-commerce shopping guide platform is beautiful and generous, which promotes comfortable interaction between man and machine.
	Clear and concise interface	The interface content of the e-commerce shopping guide platform is displayed clearly, clean and refreshing.
	Operational fluency	During the loading and operation of the e-commerce shopping guide platform, whether the operations such as price comparison and search are smooth and not easy to appear stuck.
	Functional simplicity	Whether the functions of the e-commerce shopping guide platform are streamlined and whether there are functions that make users feel redundant.
	Module attraction	Whether the various modules of the e-commerce shopping guide platform are attractive to users.
Platform reputation	Platform popularity	The extent to which the e-commerce shopping guide platform organization is known and understood by the public.
	Platform word of mouth	User's good comments on e-commerce shopping guide platform.
Recommending function	Recommended accuracy	The degree to which users believe that the recommended content is related to their or her personal information.
	Recommend genuine guarantee	E-commerce shopping guide platforms can guarantee that the products recommended to users are genuine.
	Richness of Commodity Varieties	Whether the types of commodities covered by the e-commerce shopping guide platform are abundant and popular.

Table 4. Axial coding process

Aggregated concepts	2nd order categories	Definition of categories
Recommending function	Commodity discount	Products recommended by e-commerce shopping guide platforms are cost-effective and have a large number of coupons.
Interactive function	Interactive value	Users can communicate with other users and share knowledge on the e-commerce shopping guide platform.
	Willingness to interact	The user's willingness to interact deeply with other users on the e-commerce shopping guide platform.
	Community characteristics	Whether the community module of the e-commerce shopping guide platform is featured and attractive.
Price comparison function	Price comparison accuracy	Whether the price comparison function of the e-commerce shopping guide platform can provide users with accurate and effective information.
	Price comparison usefulness	Does the price comparison function of the e-commerce shopping guide platform save users time and money?
	Price comparison function breakdown	Whether the price comparison function of the e-commerce shopping guide platform can be subdivided to meet the needs of different users.
Cross-border shopping function	Guidelines for cross-border shopping	Whether the overseas shopping function of the e-commerce shopping guide platform can provide users with help and guidance.
	Cross-border shopping convenience	The ease and convenience of online shopping for users of e-commerce shopping guide platforms.

3.5.3 Selective coding

Selective coding is mainly to select a dominant core category from all the conceptual categories that have been discovered, to systematically link it with other categories, to verify the relationship of the period, and to complement the undeveloped conceptualization process in a neat process.

The core category of this research is closely related to the research theme, namely user loyalty of e-commerce shopping guide platform. Through continuous comparison and analysis of the various categories and concepts formed by axial coding, further integration and condensing, the study of the core theme of user loyalty around the e-commerce shopping guide platform, and the logical relationship between the categories.

3.5.4 Saturation judgment

Theoretical saturation is a subjective concept. So far, no one has solved the objective index problem of theoretical saturation measurement. Whether it is saturated or not is

purely a perceptual knowledge that the researcher grasps based on his own research ex-perience and research scale (Guo, 2015). This research conducted a theoretical saturation test on 100 original data of interviewed users reserved during the open coding stage, and found that no new initial concepts appeared in the coding process, no new categories and path relationships were found, and the aggregated concepts and second order categories were determined. Hence, the formation of aggregated concepts and second order catego-ries is relatively complete, and the influencing factors of user loyalty of e-commerce shopping guide platform as the core category are still the story line in this thesis. This situation proves that this research has basically rea ched theoretical saturation, and there is no need to further expand the scope of data analysis. The theoretical research model has reached theoretical saturation. Based on this, a model of influencing factors of e-commerce shopping guide platform user loyalty is established. The model is shown in Figure 1.
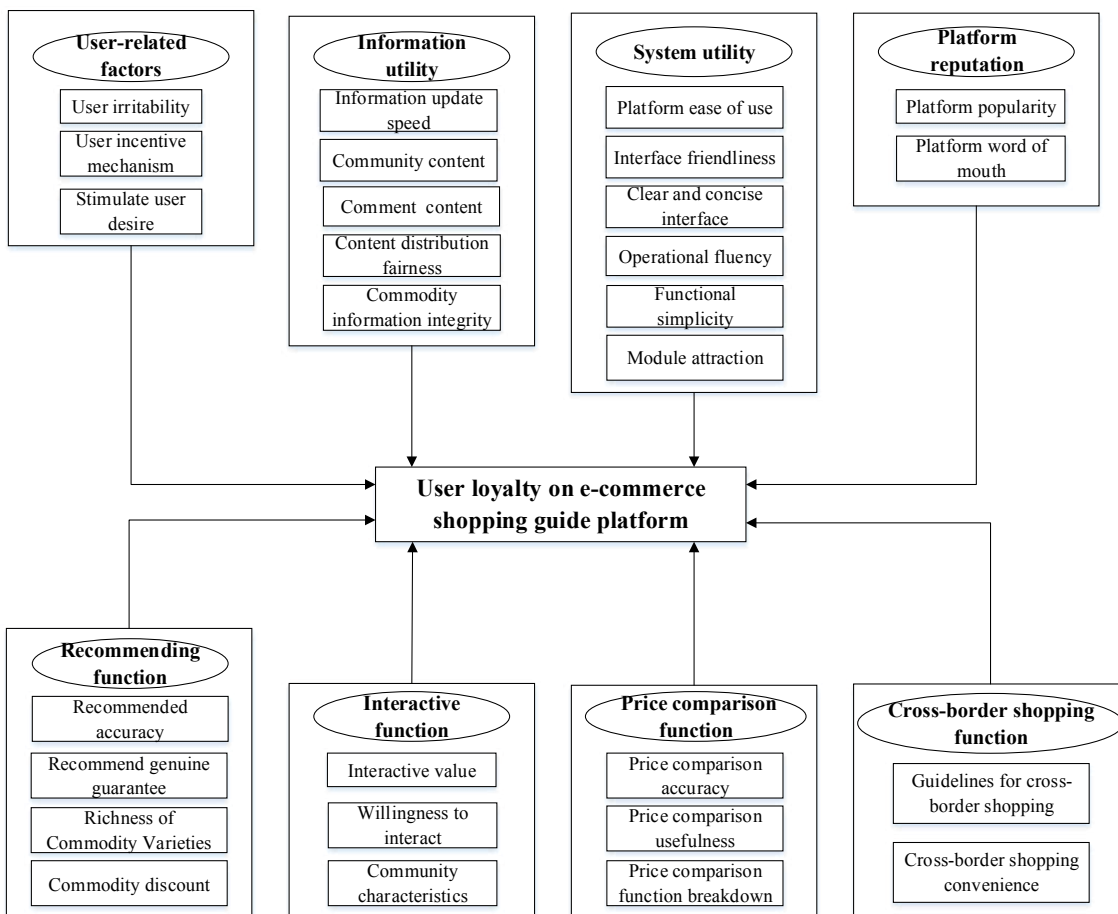
Figure 1. Model of Influencing Factors of User Loyalty of E-commerce Shopping Guide Platforms

3.6   Summary

This research chooses "Shenmezhidemai" as the sample platform, and surveys users who have used "Shenmezhidemai" through in-depth interviews to obtain their intuitive feelings about the functions, services, content and experience of "Shenmezhidemai". Based on the grounded theory, open coding, axial coding, and selective coding were applied to the interview data to identify the critical factors influencing user loyalty of the e-commerce shopping guide platform, and build an influencing factor model that would serve as the basis for further analysis. The following chapter will report on the relationships (shown as lines in the figure) between these influencing factors.

4 ANALYSIS OF INFLUENCING FACTORS OF USER LOYALTY ON E-COMMERCE SHOPPING GUIDE PLATFORM

In the "Model of Influencing Factors of User Loyalty of E-commerce Shopping Guide Platforms", the eight factors of user-related factors, information utility, system utility, platform reputation, recommending function, interactive function, price comparison function and cross-border shopping function all affect the user loyalty. This chapter attempts to conduct a more detailed analysis of the e-commerce shopping guide platform user loyalty model from the five aspects of user-related factors, platform information utility, platform system utility, platform reputation, and platform function utility to have a deeper understanding. The recommendation function, interaction function, price comparison function and overseas shopping function are combined into the platform function quality dimension.

4.1 User-related factors dimension

Among the influencing factors of user loyalty of e-commerce shopping guide platforms, user-related factors account for a part, which specifically refers to the following three aspects: user irritability, user incentive mechanism, and stimulate user desire.

User irritability refers to when a user purchases a product recommended by an e-commerce shopping guide platform, but is dissatisfied with the product due to product price reduction or quality problems. This should be the responsibility of the seller of the product, but they will be angry with the e-commerce shopping guide platform.

Since the e-commerce shopping guide platform plays the role of an intermediary, it will be less controllable for users to make changes after online shopping. Therefore, e-commerce shopping guide platforms must strictly control the selection of recommended products in the early stage, and provide users with reliable product information and a safe shopping environment. E-commerce shopping guide platforms must pay attention to the products recommended to users are consistent with the description, and the quality is guaranteed. However, the current e-commerce shopping guide platforms often only analyze and combine the information provided by the shopping platform, without standardizing the quality of the products, but through standardizing quality the platform could be better. Once the quality of the goods purchased by the user has problems, the user will also respond to the e-commerce shopping guide platform. It also produces bad reviews, and even declines in loyalty to e-commerce shopping guide platforms. Therefore, in the

long run, the establishment of a strict quality screening and control mechanism is a necessary condition for the sustainable development of shopping guide websites. As the legal and regulatory system for online shopping continues to improve with the e-commerce industry, more regulatory measures and restrictive policies in the future will make the shopping guide platform more standardized, including counterfeit and inferior products, false discounts, etc., so as to further protect the legitimate rights and interests of consumers.

In addition to quality issues, when users receive information on price reductions of purchased goods on the e-commerce shopping guide platform, they will also be dissatisfied, which is equivalent to the platform once again emphasizing to users that the purchase is expensive. This is consistent with the prospect theory that People's decision-making process under conditions of risk and uncertainty is not completely rational (Kahneman & Tversky, 1979). According to this theory, people are sensitive to loss and gain, and people are more sensitive to loss than gain, that is, the pain caused by the decrease of wealth is greater than the happiness caused by the increase of the same amount of wealth. Users used to buy cheap and low-priced goods through e-commerce shopping guide platform recommendations, saving money, but when they received the notice of price reduction, they felt that they were expensive and lost money. The pain caused by the loss is greater than the joy of saving money. Although the price is not determined by the e-commerce shopping guide platform, users will be angry with the e-commerce shopping guide platform and even decrease their loyalty.

The e-commerce shopping guide platform provides corresponding rewards, such as member badge rewards, to users who actively use the platform through the user incentive mechanism. Users who have published articles and positive comments in the platform community are highly likely to be selected as mid-test users. Rewards such as these will encourage users to actively generate content on the platform. On the other hand, the loyal users of e-commerce shopping guide platforms that have not contributed content may therefore feel that they are underestimated. As a result, they become more resistant to such incentives. Therefore, it is also important to balance the user incentive mechanism. Platforms cannot favor one another and blindly value and reward content producers, while ignoring content readers. E-commerce shopping guide platforms can launch more invitation evaluation activities to benefit all users, so that all users have a sense of participation, encourage users to share evaluations, and contribute to community building.

China is currently in the process of consumption upgrading, and higher requirements are put forward for the openness and comprehensiveness of commodity information. The impact of a platform with good functions and high-quality content on consumers is obvious. Consumer purchase decision-making is also a complicated process. The same product also has different brands, different colors, different models and sizes, etc. It is not a simple thing for consumers to make purchase decisions quickly. In addition, the price of the same product on different shopping platforms may be different, so consumers tend to search for products on each platform and compare prices before making a decision. The above research shows that product recommendations on e-commerce shopping guide platforms do not necessarily make users decide to buy or not to buy a product. The purpose of users using the shopping guide platform is not completely the same. Some consumers just want to get more information on the e-commerce shopping guide platform, and some consumers may see the recommendation on the e-commerce shopping guide platform and do it on other shopping platforms. buy. However, they will consider the recommendations of users of the e-commerce shopping guide platform when making a purchase, forming an understanding or judgment of the product, which has an impact on the user's desire to purchase and impulse to purchase.

4.2 Information utility dimension

E-commerce shopping guide platforms have evolved from the basic websites of price comparison to the entire platforms of life and consumption for all types of consumers to actively connect. Every devoted consumer now has access to a wide range of information that is incredibly helpful to both consumers and enterprises. Additionally, the merchant provides a lot of useful information. The quality of platform information is the primary assurance for the long-term development of e-commerce shopping guide platforms and the basic prerequisite for improving user loyalty. There are mainly the following five aspects that affect the information quality of e-commerce shopping guide platforms: information update speed, community content, comment content, content distribution fairness, and commodity information integrity.

The merchant and product information provided by the e-commerce shopping guide platform is also inextricably related to the loyalty of users. Therefore, the information provided by the platform as a third-party platform must be true, timely and complete. Existing e-commerce shopping guide platforms are not good enough to update information, and the efficiency of machine screening is low, and they cannot provide users with timely

and effective information. Update timeliness requires that the platform can guarantee the timely update of product information, and no longer push the expired product information. The thesis demonstrates that users who visit the shopping platform and discover that the items they want are unavailable or cannot be purchased at a discounted price will be extremely frustrated and believe that their time was lost since the information was not updated in a timely manner.

In addition to the speed of information update, the completeness of recommended product information is also very important. Each product information contains a basic introduction to the product and how to purchase it at the cheapest price, which enables users to purchase the product conveniently and quickly. However, the shipping cost is not marked in many product information. When users go to the shopping platform to purchase and find that they need to pay for shipping, they may reconsider the shopping decision, and users may even think that the e-commerce shopping guide platform does not provide the correct information. In the display of product information, there is also a lack of regional out-of-stock marks, because each shopping platform will have regional out-of-stock situations, but the e-commerce shopping guide platform cannot locate the user's location and help users filter out the phenomenon of out-of-stock in the user's area.

The community content of the e-commerce shopping guide platform needs to make users believe that the content or information obtained is effective and valuable, and can meet the current needs of users. Nowadays, various forums are filled with advertisements of various industries and products but users feel that the information is not true. The community content on e-commerce shopping guide platforms, such as product unpacking and evaluation, is closer to the consumer's perspective and truly reflects the product. The advantages and disadvantages of, let users perceive the value of community content. This will continue to strengthen the trust and recognition of the content of the platform, and then habitually promote its content spontaneously, and improve the user's reputation of the platform. In addition to the authenticity of the content, the push columns and posts should also be novel, unique and interesting, which can be attractive to users, increase users' interest in using them, and enhance users' sense of pleasure and satisfaction when reading. Information integration and processing is the future development direction. Information integration means gathering the disorganized, time-consuming information that is distributed over the Internet, compiling it, and making it available to consumers. In the Internet era, there is an oversupply of information. E-commerce shopping guide platforms will solve more information collection, screening and analysis tasks for users in the future.

After the above research, there are generally two situations in which users actively comment on e-commerce shopping guide platforms. One is that the users have used the product and analyzed the use experience and feelings in the comments. The other is that users who are curious about the item or who have a strong desire to purchase it post inquiries in the comments. For this reason, users believe that the reviews on the platform are more authentic and reliable than the reviews on the shopping platform and have reference value. In current shopping platforms, there are many default reviews or businesses hire people to review reviews. There is a lot of spam, which makes it impossible to provide users with effective reference information. The construction of the comment area also needs to be strengthened. The lack of a serial number in the comment section leaves viewers wondering how many comments have been made and how far along they are in their viewing, which has an impact on their experience.

Finally, the fairness of content distribution indicates that users expect e-commerce shopping guide platform to balance the display space and frequency of advertising content and non-promoted content, reduce unnecessary promoted content and increase the quality of promoted content, so that users will relatively reduce their resistance, negativity and other negative emotions to advertising and promoted content. Therefore, for e-commerce shopping guide platforms, focusing on providing high-quality and reliable information is an important entry point for enhancing their loyalty.

4.3   System utility dimension

The quality of the platform system is the basis for ensuring that users of the e-commerce shopping guide platform get a good experience. When users use the platform, the quality of the system can be intuitively presented to users through operational responses and sensory displays. There are mainly the following five aspects that affect the quality of the e-commerce shopping guide platform system: platform ease of use, interface friendliness, clear and concise interface, operational fluency, functional simplicity, and module attraction.

Based on the above research findings, on the one hand, for the interface design of the e-commerce shopping guide platform, the simple and beautiful interface design will give the user a better impression when the user uses it for the first time, thereby inspiring the user to be more willing to continue to explore and continue to use. Under this premise, users tend to further focus on the friendliness of the interface and the clarity and simplicity of the interface, that is, the interface design conforms to the user's daily use logic and

usage habits, and the content display is clear and concise. It will reduce users' unfamiliar resistance and use time cost, and improve user loyalty. The ease of use of the e-commerce shopping guide platform indicates whether it is easy for users to learn and use. The numerous platform operations and functionalities, as well as the significance of the modules, must be clearly illustrated for new users. For instance, simple animations can help users through the platform's activities. Many users said that after using them for a period of time, they did not understand many modules and had limited understanding of the platform's functions. However, novice advice can assist new users in developing a more thorough understanding of and proficiency with the platform. This will enable users to experience the platform's convenience and advantages and will increase their loyalty to the platform. The products or articles that users have collected and viewed on the e-commerce shopping guide platform can be synchronized between the user's family members through account synchronization. There is no need to use complicated steps to share with others. This is the same as the e-commerce shopping guide platform. This is in line with the trend of e-commerce shopping guide platform from standard products to non-standard products, which provides great convenience for users to make purchase decisions through discussions and comparisons with friends and family.

On the other hand, users will focus on the stability and fluency of the system during operation. Thanks to the continuous optimization of the current operating system, users will default to the loading process in actual operation, and it is not easy to cause errors, crashes and other problems. At the same time, users are more sensitive to the smoothness of the system response including browsing, switching, downloading, installation, etc. The platform's reaction time is poor when copying product links to the shopping guide platform, and the merchants supporting the identification link are few and in need of expansion.

In view of the simplicity of functions and the attractiveness of modules, as an e-commerce shopping guide platform that provides multi-functional services, it not only needs to have the necessary basic functions, but also needs to further improve the high-quality additional functions to meet the increasing use needs of users. The above research shows that users think that e-commerce shopping guide platforms have many useless functions. The simplicity of product design is also very important for user loyalty, and functional operations need to be streamlined. Users think that many modules in the e-commerce shopping guide platform are unattractive and boring, similar to the homepage, and the meaning of the modules is not obvious enough. E-commerce platforms should pay attention to improving the layout of modules and use customized pages to improve user experience, such

as putting modules you want or frequently used on one page for use. Too complicated operations may increase the burden on users and lose the meaning of using shopping guide platforms.

4.4 Platform reputation dimension

The reputation of an e-commerce shopping guide platform is related to the popularity and word-of-mouth of the platform. A good platform reputation is an accumulation of intangible assets for a company, and it is also a sharp tool for brand image building. Based on the above research and analysis, if the e-commerce shopping guide platform is a listed company, users will feel that the platform has higher authority and give people a more reliable feeling. Users believe that the popularity of the e-commerce shopping guide platform is not high enough, and it should strengthen publicity to let more people know about this platform and use it, so that more users enter the e-commerce shopping guide platform, and the information in the platform will also become more and more abundant.

In terms of word-of-mouth, e-commerce shopping guide platforms should establish an image consistent with the platform's goals. Websites such as vertical shopping guide platforms that gather users together by interest or industry, in addition to providing users with valuable information, must provide users with ways to communicate with other users or topic guidance in order to give users sufficient sense of trust. When all aspects of the e-commerce shopping guide platform are better than other platforms of the same kind, it will also have a certain weight in the hearts of users, and users will spontaneously share with friends, and the platform will naturally have a good reputation.

Throughout various e-commerce websites, only reputable merchants can attract new consumers to place orders and retain old customers. The same is true for e-commerce shopping guide platforms. It cooperates with reputable merchants, adheres to an objective and fair product evaluation system, improves the level of technical review of promotional content, and is based on scientific evaluation, so that the reputation accumulated over the years will not be destroyed by temporary benefits. Reputation is an intangible asset, just like a person's reputation, improving the reputation of the platform is the magic weapon for the platform to win. When e-commerce shopping guide platforms push information to users, they must ensure the authenticity of the information and establish a good reputation image. Only with a solid reputation image backing can improve user loyalty.

4.5   Function utility dimension

With the successive promulgation of consumption-encouraging policies, the rapid re-placement of product types and the explosive growth of information flow, consumers' demand for e-commerce shopping guide platforms has gradually increased. The high-quality and efficient functional quality of e-commerce shopping guide platforms is one of the important factors to improve user loyalty. The improvement of functional utility is based on the premise of ensuring the quality of the system and content, which will further optimize the user experience and increase user loyalty. The following will explain the impact of functional quality on e-commerce shopping guide platform user loyalty from four dimensions: recommending function, interactive function, price comparison function and cross-board shopping function.

4.5.1   Recommending function

In the actual user experience process, personalized recommendation is a basic function of the e-commerce shopping guide platform. How to provide more complete and excellent functions while ensuring the quality of information to stimulate users' willingness to use and enhance user loyalty is a problem that needs to be solved urgently. Research shows that users expect e-commerce shopping guide platforms to recommend products that meet their preferences and needs, while at the same time it can further increase current popular products and ensure that the products are cost-effective.

For personalized recommendations, users value the appropriateness of personalized rec-ommendations to their own characteristics and preferences. As the current mobile Internet environment is full of massive amounts of information, pushing key content that truly meets user needs will effectively save users' time and cost, thereby increasing user loy-alty. High-precision recommendations can provide users with more suitable and prefer-ential product information, help users obtain the desired products or services faster and more accurately, and help optimize user experience.

The pursuit of cost-effectiveness and convenience is the constant demand of consumers. Research data (ISRR, 2020) shows that nearly 70% of consumers use shopping guide platforms for product benefits, and about 60% of consumers are driven by the platform's centralized preferential information and time-saving features. The preferential nature of recommended products on e-commerce shopping guide platforms and some invisible in-ternal coupons help users to buy goods at low prices on shopping platforms. At the same

time, e-commerce shopping guide platforms need to have authentic guarantees for recommended products.

The purpose of the e-commerce shopping guide platform is to satisfy users' demand for quality and cost-effective shopping consumption, and the richness of product categories directly determines whether users' shopping needs can be met. If users can't always find the brands they like or are interested in in the shopping guide platform, they may give up using the shopping guide platform over time. Therefore, e-commerce shopping guide platforms need to gather more types of goods, and increase the current popular products and brands with a high degree of entry into the country.

4.5.2 Interactive function

The main factors that affect the interactive function are to improve the interactive function, interactive value, and emphasize the characteristics of the community. In view of community interaction, the current e-commerce shopping guide platform users' acquisition of information is no longer limited to the introduction of product information or the dependence on official release information, but uses the community interactive platform to take individual comments, sharing, and recommendations as important sources of information needed. In interpersonal interaction, it is necessary not only to establish interaction with friends, but also to help users establish interaction with other like-minded users, especially the construction of vertical shopping guide websites. In the process of interacting, sharing, and communicating with other users, users will resonate with the content that they are interested in, thereby promoting the increase of platform activity. The social attributes that users expect are not only based on the emotional interaction between users and users, but also include the communication and interaction between users and platform officials, and the platform officials provide timely feedback on questions, and pay attention to users' questions, opinions, and suggestions. By solving problems and providing fast and efficient customer service, users will increase their trust in the platform.

Research shows that users who have used the e-commerce shopping guide platform for less than one year think that the community module is not attractive and do not have a deep understanding. Users who have used it for more than one year generally think that the community module is a feature of the e-commerce shopping guide platform. In the community, there are many personal experiences shared by users, and the information is deep and true. Users not only read the articles, but also read other users' comments and arguments on the articles. The harmonious community atmosphere built by users will

further promote users' willingness to interact and allow negative information to appear. An objective and fair e-commerce shopping guide platform that emphasizes cost-effectiveness requires a good discussion environment. Many users think that the most soulful part of e-commerce shopping guide platforms is in the comment area. The natural breath of life and harmonious atmosphere in the e-commerce shopping guide platform gives users a sense of home and a sense of belonging in the community.

Experiential marketing was first proposed by Columbia Business School professor and chairman of China Europe International Business School Bernd H. Schmitt (2004), and systematically summarized its four elements, namely facilities, products, services and interactive experience process. Products and services are not the ultimate goal of corporate marketing, but to show consumers experience is the core. E-commerce shopping guide platforms need to create a life and cultural atmosphere and a spiritual world on the Internet, deeply explore the potential psychological needs of users, and stimulate their shopping desire. When users think that using the e-commerce shopping guide platform is a pleasant experience, they will form a habit to maintain contact with the platform, and gradually become loyal users.

4.5.3   Price comparison function

E-commerce shopping guide platforms have changed users' shopping concepts and habits. From the initial shopping, they did not know what kind of goods to buy and could only listen to the descriptions of the merchants, just thinking that expensive is good. Now they think that high-quality and medium-priced are actually not conflicting. When they go shopping, they go to a shopping guide to check the product and what other users have said. E-commerce shopping guide platforms should be more detailed in the field of consumer shopping guide and have a more harmonious and good interaction with merchants at the same time.

The quality of the price comparison function is reflected in the accuracy of the price comparison, the usefulness of the price comparison and the breakdown of the price comparison function. When users search for products they want to buy on the e-commerce platform to view price comparison information, the accuracy and usefulness of the price comparison information provided by the e-commerce shopping guide platform has a positive impact on the user's loyalty. Research shows that the historical low price function and price line chart of e-commerce shopping guide platforms allow users to clearly know whether it is cost-effective to buy the product now, helping users who do not have a big

idea about the price of the product to make purchase decisions, saving users time and money. The current price comparison function in the current e-commerce shopping guide platform is not perfect. If it is necessary to subdivide the price comparison product model, it can provide users with truly effective price comparison information. For the purchase of electronic products, cosmetics, etc., users are more inclined to go to brand flagship stores to buy, thinking that it is more authentic. When users search for price comparison, not all price comparison shops provided by e-commerce shopping guide platforms are flagship stores. Such price comparison information is invalid for users. Therefore, adding flagship store price comparison options can better meet the needs of some users and provide effective price comparison information. It is an effective way for e-commerce shopping guide platform to enhance competitiveness to adopt a more scientific method of commodity comparison screening.

4.5.4 Cross-board shopping function

In recent years, Chinese consumers have increasingly strong demand for overseas products, and cross-border B2C e-commerce and overseas e-commerce have developed rapidly. Due to the information asymmetry between consumers and overseas markets, and they pay more attention to product reputation, there is still a lack of more channels to fulfill consumers' demand for overseas products.

In fact, e-commerce shopping guide platform only provide users with information and purchasing channels of overseas commodities, but for new to overseas online shopping or for users on the overseas online shopping are not familiar with, because they lack overseas online shopping experience, although they know the purchase channels but do not know how to operate the purchase, and how to deal with the customs formalities. At this time, the e-commerce shopping guide platform should make use of the community module to make a pre-sales introduction, and popularize to users the introduction of overseas brands, the matters needing attention of overseas online shopping, the choice of logistics method and payment methods, and the specific operation process of overseas online shopping. In this way, all functions and modules of the platform are connected in series and closely, which not only enables users to have a deeper understanding of the significance of different modules, but also enables the platform functions to provide convenience and maximize benefits for users.

Different from domestic logistics, cross-board shopping logistics involves a longer period, including overseas logistics, customs clearance, quality inspection, and domestic logistics.

If the package is tax withheld, consumers will have to wait 7-10 working days for the release time. Consumers also need to handle the customs procedures themselves, and the entire process is tedious and complicated. In addition, users of e-commerce shopping guide platforms also indicated that it is more difficult to apply for overseas after-sales service. It is more difficult and the processing efficiency is very low. Therefore, when e-commerce shopping guide platforms integrate preferential products and high-quality merchants, they should appropriately strengthen control in the after-sales service link, which will have a positive impact on the trust and loyalty of platform users.

4.6　Summary

Based on the analysis and discussion in the previous chapters, this chapter further explains and discusses the influencing factors of e-commerce shopping guide platform user loyalty obtained in Chapter 3. E-commerce shopping guide platform should focus on the guidance of new users and the retention of old users, and the improvement of users' key concerns in the dimensions of information, system and function utility is an effective means to enhance user loyalty. Compared with the existing relevant literature, this thesis adds three categories of user-related factors, price comparison function and cross-border shopping function according to the interview data, and provides a new way of thinking for the operation of e-commerce shopping guide platform from the perspective of users with expanded vision and refined insight.

5 CONCLUSION AND RECOMMENDATIONS

On the basis of the previous research, this chapter mainly conducts a comprehensive summary and induction of the foregoing content, and on this basis, provides relevant management suggestions for e-commerce shopping guide platforms to improve user loyalty. The realization of enhancing user loyalty is one of the key problems that the e-commerce shopping guide platform needs to solve, and related research needs to be promoted.

5.1 Conclusion

Based on domestic and foreign related documents, this thesis outlined the concepts of e-commerce shopping guide platforms and user loyalty, and then analyzed the characteristics of e-commerce shopping guides from the perspective of industry, platform and consumers. Following a thorough application of the case study method and in-depth interview method based on grounded theory, eight main categories were obtained through the use of coding and other processes to determine the influence factors of e-commerce shopping guide platform user loyalty (as shown in Figure 2). A user loyalty influencing factor model for e-commerce shopping guide platforms was created particularly using the interview situation, and it analyzed and explained the influencing elements for each dimension. Research on the influencing factors of user loyalty of e-commerce shopping guide platform will help the healthy development of the platform. Based on the results of this research, the following suggestions are put forward for the development of the platform, in order to provide certain guiding significance and reference value for the development of e-commerce shopping guide platforms:

(1) Optimize the social interaction mechanism and lay out the social e-commerce ecosystem

Compared with traditional e-commerce platforms, e-commerce shopping guide platforms place more emphasis on user-centered and social interaction. Interaction is an important feature and function of e-commerce shopping guide platforms. Due to the Due to the appearance of needless debates and even harmful content in the comment area, users are unable to swiftly obtain crucial information on the platforms. In response to this phenomenon, on the one hand, the platform can encourage users to create high-quality content through incentive measures. On the other hand, it can strengthen the construction of content review and filtering mechanisms, such as technical filtering plus manual filtering, and content filtering combined with measures such as freezing the paid posters' accounts.

For the complete interactive functions of the e-commerce shopping guide platform, it is necessary to invest a lot of manpower such as review, guidance, and event operation, and to form its own characteristics through virtual currency rewards, so that users can perceive the interactive value. By building a social ecology and on the basis of user-generated content and platform-generated content, e-commerce shopping guide platforms encourage benign interactions between users and between platforms, thus enhancing the social interaction properties of platforms and ultimately helping to enhance user loyalty.

(2) Break through the sinking market through price marketing

The stock market of e-commerce industry in Chinese mainstream first-tier and second-tier cities is close to saturation, and the low-line cities and rural markets may become the key areas for e-commerce giants to compete. The rapid rise of sinking e-commerce with "Pinduoduo" as the core has allowed merchants to see a huge sinking market. How to find good quality and affordable products from a large number of products has become a concern for consumers. E-commerce shopping guide platforms have natural advantages, which can reach consumers more quickly and accurately. Price-type e-commerce shopping guide platforms rely on preferential commodity prices, focus on the price-sensitive issues of consumers in lower-tier cities, and occupy the lower-tier cities and rural markets through price marketing, which will ultimately help accelerate the market sinking of the e-commerce industry. E-commerce shopping guide platforms can use social scenarios to expand user scale and accelerate monetization by relying on the fission effect of social chains.

(3) Improve the level of technology research and development, and attach importance to personalized service design

With the continuous development of the e-commerce industry, online products and services have become more abundant and diverse, and various promotional activities have become more frequent and diverse. Massive product information increases the difficulty for users to discover and find products that meet their own needs, increase the user's decision-making costs, and reduce user experience. The e-commerce shopping guide platforms rely on the accumulation of professional product knowledge and data in related fields to help users filter redundant information in a more efficient manner, and quickly access more cost-effective and higher-quality selected products.

In the increasingly fierce competitive environment, it is more difficult for brands and e-commerce platforms to effectively deliver product information to users. How to efficiently match users' needs is crucial, and more accurate and professional shopping guide

platforms are needed to conduct information selection and conduction. In terms of product categories, it covers nearly 100 million products, providing users and brands with more valuable content and services in general, and improving the company's comprehensive competitiveness in the industry. When users use e-commerce shopping guide platforms, they may have diversified needs based on their subjective feelings and personal factors. Therefore, in addition to the need to improve the accuracy of recommendations, e-commerce shopping guide platforms should support personalized and diverse service customization, such as adding customized pages to improve user experience.

Big data, artificial intelligence, cloud computing, and other new-generation information technology foundations continue to develop, and their applications in the marketing field are also getting deeper and deeper. It is recommended to improve the technology research and development level and gain insights into users by opening up user data and building user portrait models. Through automation of marketing, simplification of strategy formulation process to develop strategy, as well as the generation and matching of intelligent creative materials, intelligent delivery and innovation evaluation dimensions and standards of multiple marketing process penetration and application, improve marketing effectiveness and accuracy. The continuous development of marketing technology lays the foundation for the e-commerce shopping guide platform to achieve better effect conversion.

 (4) Pay attention to the basic needs of users, and provide users with real and effective decision-making assistance

Price is still one of the key factors that users pay attention to when consuming. The survey shows that the three factors that users pay most attention to when making personal consumption are practicality, safety and price. The effect of e-commerce shopping guide platforms in attracting users and gathering traffic through price tools such as rebates, coupons, and price comparisons will continue to exist for a long time. The sharing of a large amount of shopping information with mixed good and bad may lead to an increase in traffic conversion rate, but it is also destroying the foundation of the shopping guide platform. On the road of continuous innovation of the model, you may wish to slow down, to best meet the most basic needs of each user, strictly control the products, provide fast and efficient services, and provide users with truly effective decision-making help to make the user's every use or consumption experience the best, and cultivate users' trust in the brand and platform.

(5) Online and offline integration, cross-border shopping helps e-commerce shopping guide market extension

In recent years, e-commerce shopping guide platforms have been squeezed and squeezed out by comprehensive e-commerce platforms, and their living space has become narrow. On the other hand, the offline physical retail industry is also constantly impacted by e-commerce. The online-to-offline drainage can help reduce the cost of acquiring new customers. The advantage of the cooperation between offline merchants and e-commerce shopping guide platforms is that they can quickly reach a large number of online shopping users, obtain accurate traffic and continuous brand exposure. Online and offline integration will better help e-commerce commercial shopping guide platform realizes business expansion.

The increase in consumers' enthusiasm for cross-border shopping has also brought new opportunities to the e-commerce shopping guide industry. Opening up channels to connect foreign brands and domestic consumers to conform to the upgrade of consumer quality will become one of the future expansion directions of e-commerce shopping guides. Nowadays, the cross-border shopping function in the e-commerce shopping guide platform has yet to be improved. When the e-commerce shopping guide platforms integrate overseas preferential products and high-quality merchants, they should provide relevant brand introductions, operation procedures, etc. to guide consumers to purchase, and appropriate after-sales service links strengthen control, which will have a positive impact on the trust and loyalty of platform users.

5.2 Limitations and Suggestions for future research

This thesis conducts related researches on the loyalty of users of e-commerce shopping guide platform, uses grounded theory to carry out coding analysis, and draws a series of conclusions, and constructs a model of influencing factors of e-commerce shopping guide platform user loyalty, and proposes corresponding management recommendations. Due to the short learning time and lack of experience in the methods of grounded theory, it is inevitable that the whole research process of grounded theory will be affected by subjective factors, and the research conclusions will have defects and deficiencies. Future research can be expanded from the following aspects:

(1) In the process of data collection and coding, subjective influence may lead to insufficient concept extraction. To avoid subjective errors leading to undesirable effects are difficult points in the controllable operation of processes and results using grounded theory method.

(2) Different types of e-commerce shopping guide platform users have different purposes or shopping purposes, so the influencing factors that affect user loyalty are also different. Because this thesis only selected a representative e-commerce shopping guide platform, the conclusion may not be generalized to other platforms in different cultures. Future research can also test the research model of this thesis on different e-commerce shopping guide platforms.

(3) Quantitative research methods can be cited in future research, so that existing research can be actually tested and verified. Qualitative and quantitative research can be truly combined. In addition, the sample size of this study is limited. In future research, adding big data to the research can further improve the research and draw more objective conclusions.

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APPENDIX 1 INTERVIEW OUTLINE

Dear madam/sir:

Hello! I am a postgraduate student of the School of Information Management of Central China Normal University. I am currently conducting a research on the "Influencing Factors of User Loyalty of E-commerce Shopping Guide Platforms". Thank you for taking your time to participate in the survey. There is no right or wrong answer. Your true answer will help us understand the actual situation of the impact of e-commerce shopping guide platforms on the user experience. This interview is for academic research only, thank you for your participation and cooperation!

Your basic information:

1. What is your age?

2. What is your occupation?

3. What is your educational background?

4. How long have you used what is worth buying?

5. How much do you spend on online shopping every month?

1. How did you learn about the "Shenmezhidemai"?

2. Have you used other similar apps? Should you just use "Shenmezhidemai" or use other shopping guide apps at the same time? What do you think is the difference between the "Shenmezhidemai" and other apps?

3. What frequency do you use "Shenmezhidemai"? Do you find it easy to be immersed and waste your time?

   (1) When do you usually use the "Shenmezhidemai"?

   (2) How many days do you use the "Shenmezhidemai" every week?

   (3) Approximately how long do you use each time?

4. What type of product recommendation do you like? What are the features of "Shenmezhidemai" (product recommendation) that attract you?

5. What is your purpose and demand for using "Shenmezhidemai"?

6. Which e-commerce platforms have you purchased goods through "Shenmehidemai"?

7. The behavior of using the "Shenmezhidemai"

   (1) Do you spend most of your time using the "Shenmezhidemai" to watch product recommendations, or to release your product recommendation?

(2) When you are watching others' products, what kind of products will you give a like or add to favorites? Will you post your comment under the information?

(3) After watching others' product recommendations, do you share the product recommendations that you like with your friends? Why?

(4) In the process of watching product recommendations, if you meet an interested user, will you read the user's other content or follow the user?

(5) When you use "Shenmezhidemai", do you want to have in-depth interaction with other users (such as private chat, follow Sina Weibo, WeChat, etc.)? Do you think it is necessary?

8.What kind of changes do you think "Shenmezhidemai" has brought to your life? What value does it provide you?

9.During your daily use of "Shenmezhidemai", what aspects are you currently satisfied with? (In terms of service) What are you not satisfied with? Do you think there are potential disadvantages?

10.If you buy a product recommended by "Shenmezhidemai", but you are not satisfied with the product (commodity price reduction, quality problems or logistics problems), will you be dissatisfied with "Shenmezhidemai"? Why?

11.Have you encountered any problems in the process of using "Shenmezhidemai"?

12.If there are apps with similar functions, would you give up "Shenmezhidemai" you are using now? Why?

13.Would you recommend this app to your family and friends? Why?

14.If you are a developer and designer of "Shenmezhidemai", what will you focus on or improve to increase user loyalty?

APPENDIX 2

Table 5. Open coding process

No.	Original sentence	Initial concept	1st order categorization
1	If it was not that I definitely had a product to buy, but the product recommended to me on the homepage was not good quality, I would be dissatisfied with "Shenmezhidemai".	Poor quality of promotional products	User irritability
2	I will be dissatisfied, because I saw this product from this platform. If I am angered, I will be more dissatisfied with the issue of price reduction, because price comparison is the main feature and highlight of this platform.	Commodity price cuts will dissatisfied shopping guide platforms	
3	If you have already bought it, and the price has been reduced, don't let me know that it has fallen in price. If you let me know, I will feel very uncomfortable. I will be dissatisfied with this and repeatedly emphasized that I bought it at a higher price than it is now.	Price drop reminder	
4	Winning and lottery functions. Now it is necessary to post articles and actively use it to be selected as a mid-test user. I think the platform should measure active users more. Although I don't contribute content, I can understand it as a content producer. I think those users who use it frequently also should be considered how to be retained. They must not feel underestimated, and the platform cannot make them feel like they have to contribute in order to be rewarded, making them more resistant to the mechanic.	Winning and lottery mechanism	User incentive mechanism
5	More activities for inviting evaluations will be provided to allow users to have a sense of participation and contribute to the construction of the community, transforming from price comparison shopping guide websites to product evaluations.	Launch invitation evaluation activities	
6	My membership level is already very high. When posting content, there will be a corresponding badge behind the ID. It looks cool and I won't comment on the badge.	Member badge rewards	
7	I want to go shopping more than usual, which stimulated my desire to shop online. The platform recommended me many good products with good prices and good quality, so I wanted to buy them.	Stimulate the desire to shop online	Stimulate user desire
8	Information update needs to be more timely, and it must be notified in advance. When I clicked in to see it, I already missed the lowest price. If something is attractive to me but I cannot buy it at that price, I will be disappointed.	Information is not updated in time	Information update speed
9	When I clicked in to see it, I was always out of stock and couldn't buy it. I thought it was pretty good and I	Out of stock information is not	

	wanted to buy it, but I found that I could not buy it at the end of the operation, which was a waste of time.	displayed	
10	If the discounted price is invalid or the coupon is invalid, it should be removed on the platform in time.	Discontinue invalid coupons in time	
11	Let users have a sense of participation and contribute to community building, transforming from a price comparison shopping guide website to a product evaluation.	Transformation product evaluation	Community content
12	The posts in the community function are more professional and closer to the consumer's perspective, reflecting where the product is good and what is not good, rather than press releases or advertisements written by the media.	Community posts are of great value	
13	The products in the community are of high quality out of the box and evaluation. I feel that I have seen extensive introductions to products and industries on Baidu Tieba or Zhihu, which makes me feel that information is just false advertising. There are many users who have purchase experience or business experience discussing under the post, which can help me identify the true level of the post.	High quality evaluation stickers	
14	I will ask questions below for products that I am interested in or have a strong desire to buy, but I will not comment. If the comment has benefits, I will comment actively.	Willingness to comment	Comment content
15	If you find an expensive product, you will usually not buy it directly from Taobao. You will first go to the reviews that are worth buying. The reviews in Shenmezhidemai are more authentic and reliable than those on shopping websites.	User reviews are authentic	
16	The function of the community is not perfect and friendly enough. There is no serial number in the comment section.. The comment area has been revised. After reading comments for a long time, I don't know how many comments I read or how many more.	The building number is missing in the comment area	
17	I only make comments on this product after I buy it myself, and I think the comments are meaningful. I think there are few comments in the comment section, and maybe other people have the same mentality. Although the comments are few, they are of reference significance.	Comments are of great significance	
18	The business is pursuing profit, and the way of profit is advertising and information. Therefore, as far as possible, users should watch the advertisements with satisfaction and make users believe in the advertisements. Therefore, it will make you interested in ways to impress you, although it takes more time for users to spending spend money.	Increase the quality of promotional content	Content distribution fairness
19	There are still relatively few promotional advertise-	Few promotional ads	

	ments, most of which are recommended content uploaded by users.		
20	The transportation cost is not marked, the information is incomplete, and the price of the product revealed does not include the transportation cost.	Shipping fee is not marked	Commodity information integrity
21	I can see the product information clearly. When I click on each product information, I can see the introduction about the product with pictures and texts.	Recommended product information is complete	
22	The recommended product information all explains to us how to buy cheaper, which is very useful.	Clear description of purchase method	
23	Each platform will have the situation of regional out of stock, but "Shenmezhidemai" cannot locate the user's location or help users screen the phenomenon of out of stock in the user's region. "Shenmezhidemai" feature isn't perfect, it just provides some information about historical low prices.	Out of stock in the region does not show	
24	The synchronization function is very good. Now there are many big purchase needs for home decoration. When it comes to the purchase of high-priced goods, there will not only be one person making a decision. When my family members log into my account at Shenmezhidemai, they can see the goods I want to buy through the collection and footprint functions.	Account synchronization function	Platform ease of use
25	My friends don't want to spend time downloading the platform, registering and learning to use it.	Learning to use the platform takes time	
26	When I found something I wanted to buy, I need to download the e-commerce platform. I feel that is inconvenient.	Need to download e-commerce platform	
27	Without the user guide, new users may not know what functions "Shenmezhidemai" has and how to use it after downloading it.	Lack of user guide	
28	I didn't learn about other module functions, and didn't use the navigation bar on the homepage. I don't understand many modules of "Shenmezhidemai".	Lack of understanding of other modules	
29	The operation is very simple and convenient.	Easy to operate	
30	The night mode has not been adapted for 2 years, and the screen is too bright every time I rushed to buy it at night.	No night mode	Interface friendliness
31	There is still room for optimization in the interface.	Optimize the interface	
32	The interface design is very clear and concise.	Clear interface design	The interface is clear and concise
33	The interface of "Shenmezhidemai" is relatively clean and refreshing.	The interface is clean and refreshing	

34	The response speed of the link is too slow . Sometimes I have to close "Shenmezhidemai" and enter it again,	Slow link response	Operational fluency
35	For example, "Shenmezhidemai" cannot identify many links on "Pinduoduo", and it is necessary to continue to improve the existing functions.	The price comparison link is not recognized	
36	"Shenmezhidemai" is a listed company, which is authoritative and gives people a more reliable feeling. And the platform's editors will often push information about products and industries.	Authority of listed companies	Platform popularity
37	The popularity of "Shenmezhidemai" is not high, and the product promotion is not enough.	The platform is not well-known	
38	For example, Cloud QuickPass cooperates with the government to offer some preferential measures. Users must download the APP to receive coupons "Shenmezhidemai" can strengthen this similar publicity. The platform needs a feature that can catch people's attention. If more people use "Shenmezhidemai", the content in the platform will be richer.	Strengthen publicity	
39	"Shenmezhidemai" has advantages over other similar apps and has the best functions among them.	The best features in similar platforms	Platform word of mouth
40	I think "Shenmezhidemai" isvery good and its reputation is also very good.	Good platform reputation	
41	I recommend "Shenmezhidemai" to my friends. I think it's easy to use, so I want to recommend it to my friends.	share with friends	
42	The information push mechanism and the algorithm is not scientific enough. I'm not very interested in the productsthat the homepage recommends to me, and I don't need them, although the prices are cheap.	Low recommendation accuracy	Recommended accuracy
43	I feel like I'm being sold to advertisers, because some products I've bought will be pushed to me. But I've already bought them so I won't need them anymore, which is wasting my time.	Recommended repeatability	
44	The homepage recommends me products that I don't really need. I already have them and don't need to buy them anymore.	Recommended products do not meet demand	
45	The products recommended on the platform are relatively authentic, so I don't worry about the authenticity.	Recommended product fidelity	Recommend genuine guarantee
46	There are fewer types of goods. When I Searched for Chanel, the platform only had links related to facial cleansers and and a small amount of perfume. If I want to buy a certain type of perfume or want to buy skin care products, then I cannot find a low-cost recommendation at "Shenmezhidemai",. Over time, if I can't find the product I want, I would not like to use this platform anymore.	Few types of goods	Richness of Commodity Varieties
47	"Shenmezhidemai" should add some popular products	Increase current	

	to cover as many brands as possible and various products within the brand.	popular products	
48	Most of the products on the platform are niche products, not well-known popular brands. The reputation of these products is unknown. It is recommended that the platform push more popular products.	Recommended products are relatively niche	
49	There are some invisible coupons that help me buy goods at a cheap price on the e-commerce platform, so I will continue to use "Shenmezhidemai".	Invisible internal coupon	Commodity discount
50	The products recommended by "Shenmezhidemai" are all nice. The quality of goods is good, and the price is cheap. The products are all from official flagship stores, which helped me buy good products.	Good price-performance ratio	
51	The price of the collected goods is basically lower than the prices sold during the Double Eleventh Day, which allows me to understand which platform is offering a discoun	Low commodity prices	
52	Many useless functions have been updated, such as local life, which is not available at alland makes me lose concentration. Many fancy functions waste my time.	Useless functions waste time	Functional simplicity
53	It would be better if the product design were more concise than it is now.	Streamlined functions	
54	Except for the homepage, the other modules are not very attractive to me. I find them very boring because other modules are similar to the homepage,. It is not very attractive to new users.	Modules are not attractive to new users	Module attraction
55	The life module is needless In the life module, there are a lot of coupons that can be picked up in other apps. I would not like to take the time to find a coupon.	Needless life module	
56	I think "Shenmezhidemai" can be customized to improve the user experience, such as Alipay, to put the modules the user wants and uses frequently on one page.	Module personalization	
57	The process of interacting with other users in the community makes me feel satisfied with participation and knowledge sharing.	Knowledge Sharing	Interactive value
58	I like the community atmosphere very much. Everyone sincerely shares their experiences with the products they think are worth buying. I also like to comment.	Good community atmosphere	
59	I followed the publishers I was interested in, thinking they would share the product I was interested in.	Follow interested publishers	
60	I don't think it's a platform to make friends. There is no need to interact with other users in depth. It's not in line with my original intentions.	Unwilling to interact deeply on the platform	Willingness to interact
61	I think there can be private chats, for example, some people cannot find coupons can ask others.	Increase private message function	
62	The community function module in "Shenmezhidemai" can help me understand the home decoration industry	The community	Community characteristics

	itself when buying furniture. I can read c experience sharing from users or sellers across the industry. It is difficult to find in other price comparison apps, and the information in "Shenmezhidemai" is more in-depth and more authentic.	module is a feature	
63	I don't pay attention to the community section. The layout of the section is very strangeand the content is boring.	Community section is less attractive	
64	The price line charts of some commodities are inaccurate. These data are collected and processed by artificial intelligence, but the technology is not perfect enough, resulting in inaccurate price comparison.	Inaccurate price line chart	Price comparison accuracy
65	Some products have price line charts are very clear, but some products don't, so I think it's not very convenient to have them.	Incomplete price line chart	
66	For example, laptops have different memory types, but the price comparison information in the platform is usually the lowest price comparison information. What I need is the high-end version, so I can't give me useful price comparison information.	Invalid price comparison information	
67	The historical low-price function allows me to know if the product I am buying is cost-effective.	Historical low price function	Price comparison usefulness
68	I used to buy things on e-commerce platforms such as JD and Taobao. I have no idea about prices. I don't know whether it's expensive or cheaper. I will know the price in the platform. For example, I will mark it as cheaper than "Double Eleven". I will buy it, otherwise I will be entangled that the value of this product is not worth buying, mainly because it saves my time and makes me not hesitate. And there is no need to buy anything worth buying, which can be achieved without opening many apps to compare prices, and without sharing links, which saves time.	Save user time	
69	The product itself is not cheap, but the price has been reduced a lot, I would really like to buy it. I think this mentality is worth buying for me, because I didn't have a big idea about product prices before, and I didn't know whether it was expensive or cheap. I used to look at commodity prices, but now I look at price differences. It helped me make shopping decisions and saved me a lot of money.	Save users money	
70	For example, when comparing prices, laptops have different memory types, but the price comparison in the platform is usually the lowest price comparison information, and what I need is the high-end version.	Price comparison product model breakdown	Price comparison function breakdown
71	Shops that compare prices are not necessarily flagship stores. For example, JD's third-party store prices may be displayed. The price comparison is the lowest price	Price comparison merchants lack flagship stores	

	of each platform, but it is not guaranteed to be a specialty store. I feel that there is no guarantee for genuine products. I will choose genuine products between discounts and genuine products.		
72	Shops that offer price comparisons can be screened for flagship stores or other stores.	Comparison shop segmentation	
73	I don't know much about overseas brands. I don't know how to choose overseas brands. I don't know which brand is good and cost-effective.	Lack of overseas brand introduction	Guidelines for cross-border shopping
74	When I decided on the product I wanted to buy, but I didn't know how to buy it on the overseas official website, and didn't tell me how to do it.	Lack of shopping instructions	
75	When I am online shopping, there are many products that cannot be delivered directly to my address and need to be transshipped. I don't know how to transship it, and it takes a long time to receive the goods.	Overseas online shopping logistics is not convenient	Cross-border shopping convenience
76	Overseas online shopping is very troublesome. Customs procedures need to be run by yourself. Overseas online shopping only provides information and purchase channels.	Troublesome cross-border shopping procedures	
77	After I purchased the product on the overseas official website, it was too difficult to apply for after-sales service, and it was basically impossible to get after-sales service.	Difficulty in applying for after-sales service from cross-border shopping	