



Research on the Stickiness Mechanism of Users of Community E-commerce Platforms-Take Red Book as an Example

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Abstract. With the development of the Internet, the model of “community and e-commerce” is more and more favored by enterprises, Xiao Hong book is a typical success story in community e-commerce, and its user stickiness mechanism research is of great reference value. In this paper, the note quality, welfare society product quality, service level and social influence of Xiaohong book are selected as the independent variables, functional satisfaction and emotional satisfaction as intermediate variables, and user stickiness as the dependent variables to build the model. Based on the empirical study of this paper based on questionnaire method, and the data analysis was carried out using SPSS23.0, the results show that product quality, service level and social influence have a significant positive effect on functional satisfaction, while note quality has no obvious positive effect on functional satisfaction. Note quality, product quality, service level, social influence have a positive impact on emotional satisfaction, according to which, the small red book to further improve user stickiness to provide feasible improvement recommendations.

Keywords: Community Electricity · Red · User Stickiness · SPSS

1 Introduction

In the context of Internet +, more and more people choose to shop online, express their views and opinions on something online, and share their true feelings about the use of products. People with similar experiences will gather on the Internet to discuss with each other and express their opinions. This provides a good reference for some users who have not used similar products. This “community + e-commerce” model is becoming more and more popular with people, and enterprises can also fully understand the user’s purchase and use experience, understand the user’s consumer psychological characteristics, and at the same time use the user’s fan group to promote their own products, and increase the marketing efforts of word-of-mouth. Among the many enterprises that adopt the “community + e-commerce” model, Xiaohongshu can be said to have achieved great success. Xiaohongshu became a listed company in 2013, and in just 5 years, in 2018, it successfully completed more than 300 million US dollars of financial financing, and

the valuation of Xiaohongshu exceeded 3 billion US dollars, including such famous companies as Ali and Tencent. Little Red Book can achieve such good results in such a short period of time, which has to be surprising. But the success of Xiaohongshu is not unfounded, Xiaohongshu adopts a community model to allow 300 million young people with consumption power to gather in an online virtual platform with common interests and common experiences, at the same time, the sales of Xiaohongshu Welfare Club have also been growing, in 2017, Xiaohongshu revenue reached 10 billion yuan.

With the development of the “community + e-commerce” model, the competition between various companies has become more prominent. Although the number of users of Xiaohongshu has reached 300 million, the current situation facing Xiaohongshu is how to further improve user stickiness and reduce the transfer of users under the premise of the existing user stickiness mechanism. In today’s situation where information changes faster and faster, people stay shorter and shorter for information published on the Internet, and many new users will have a one-time use attitude towards information, that is, they will not be interested in the information they browse and the communities they visit, and they will not continue to use it. For some old users, there will be intermittent access, not continuous access. This is mainly because the motivation of users to continue to participate in community visits is not enough, and it can also be said that the user stickiness is insufficient. Moreover, apps like Xiaohongshu are emerging in an endless stream, and the transfer cost of users is very low, and they can easily transfer to other community APP. In recent years, Xiaohongshu has also been deeply involved in the crisis of word-of-mouth, many users reflect that the products sold by the Xiaohongshu platform are not genuine, and many of the notes shared by Xiaohongshu users are ghostwritten, which has a large impact on Xiaohongshu to a large extent. Therefore, for Xiaohongshu, although its use of the “community + e-commerce” model has achieved great success, the results achieved can not reach full scores. Therefore, based on this, this study studies the strategy currently adopted by Xiaohongshu to maintain user stickiness, and puts forward feasible improvement suggestions for how to retain existing users and attract potential new users to improve their user stickiness.

2 Overview of Related Theories

2.1 The Current Status of Research on the Little Red Book

According to the literature collected, there are more domestic research on virtual community e-commerce such as Xiaohongshu, and scholars have conducted research from different angles. Song Xi scholar’s research in “Analysis of the Business Model of “Little Red Book” in the Era of Social Networks” is the sharing business model of Little Red Book to help users provide shopping information and other life information through social means, and summarizes the success of community marketing of enterprises in the era of social networks [15]. Hang Lifang discussed the word-of-mouth marketing of Xiaohongshu in the “Research on the Word-of-Mouth Marketing of Xiaohongshu in Community E-commerce”, starting from the structure, market and product of Xiaohongshu itself, collecting the 5w elements of Xiaohongshu in word-of-mouth marketing communication and the relevant theories of consumer behavior [4]. Mei Yao studied the impact of the operation mechanism of Xiaohongshu on consumer behavior in “The

Influence of Online Virtual Shopping Communities on Consumer Behavior: A Case Study of Xiaohongshu APP" [11]. In "Analysis of The Business Model and Strategy of E-commerce in Mobile Communities-Taking Xiaohongshu as an Example", Xu Huili analyzed the business model of Xiaohongshu at various stages and discussed its business strategy, and also predicted its future development direction [20]. Zhao Xi studied the impact of use and satisfaction theory on the demand for UGC (user-generated content) of Xiaohongshu in "Exploring the Role of Audience Demand for UGC Based on Use and Satisfaction Theory: Taking Little Red Book as an Example" [24]. Shen Jie conducted a study on the marketing crisis of Xiaohongshu and the adverse impact of word-of-mouth image in "Little Red Book Is Deeply Involved in word-of-Mouth Crisis: Counterfeit Selling, Ghostwriting and Other Issues Prominent" [13]. However, according to the literature found, the research on the stickiness mechanism of Xiaohongshu users is not too in-depth, and more focuses on the research on the marketing model and marketing strategy of Xiaohongshu and the research on Xiaohongshu's word-of-mouth crisis.

2.2 User Stickiness Related Studies

2.2.1 User Stickiness Definition

User stickiness can be understood literally as the length of time a user stays on a website or app and the number of repeated visits. Scholars also have different conclusions about the definition of user stickiness. Foreign scholar pointed out that a mechanism used in traditional marketing to evaluate and promote customer retention is called "stickiness" in the context of e-commerce. He argues that stickiness can be generated in a variety of ways, from brand awareness and frequent home buying plans to creating financial barriers to prevent customers from switching to competitors. Sheri Rosen points out that user stickiness is the attribute that a website has that makes people return more times. Lin defines user stickiness as a user's willingness to repeat visits and stay longer on the websites they visit [8]. Domestic scholar Wang Haiping believes that user stickiness refers to the fact that because users have cognition and emotions about the website, they will not change their habits when facing the pressure of conversion or other factors, and users will continue to visit and use the website they prefer [16]. Xiong Yu and Wu Fati believe that user stickiness refers to the user's loyalty and dependence on social networking, including the user's reuse rate of the website (return visit index), page dwell time, number of visited pages, etc. The stronger the user stickiness, the more conducive to the value of the website. User stickiness includes at least two levels of content, namely, the user's dependence on a certain section of the social network or the application of certain functions, and the user's interaction dependence on specific groups of people within the community, which are the basis for maintaining the online community [18]. At present, the definition of user stickiness is summarized in two aspects, one is the length of the visit, and the other is the repetition rate. Therefore, this article defines user stickiness as a user browsing an app or website page for a long time and reusing the same app or website on a regular basis.

2.2.2 Current Status of User Stickiness Research

Much of the research on user stickiness in the early literature focused on the context of branded application sites, which were manifested in their ability to maintain existing users and attract a large number of new users, while reflecting the profitability of these sites. The user sticky website, its user repeat visit rate is high, and the visit time will be longer, which also increases the exposure rate of the application website marketing advertisements, and the user purchase rate can be improved, thereby increasing the profitability of the website. With the rise of Web 2.0, the study of user stickiness began to shift to the community, and users can share product information, product usage feelings, etc. through the community. Li, Browne, and Wetherbe argue that when a brand community has a large user stickiness, even if the user participates in the activities of other brand communities, this brand community does not constitute a decrease in user stickiness, which is a guarantee of user loyalty to the brand. As a result, in a community with high user stickiness, users will invest more energy in sharing their information and interacting with other users. From the perspective of market and innovation, Tsao studied the market competitiveness of community apps and the impact of innovation ability on user stickiness [3]. Lin uses trust as an intermediate variable, arguing that the service and content quality of a website can affect user loyalty, which in turn can affect user stickiness. Chinese scholars also have their own views on the study of user stickiness, Liu Lingling proposed that user stickiness can be manifested through the two aspects of website substitution rate and website effect, of which the website effect mainly means that with the increase in the number of users, the value of the website will also increase [5]. Liu Junbo believes that user stickiness involves three aspects: user repetition rate, user dependence, and user loyalty [7]. In summary, scholars' research on user stickiness is different, so it provides a certain reference and reference for this study.

3 Model Building and Assumptions

3.1 Model Building of User Stickiness Influencing Factors

This paper takes Xiaohongshu as a research object and constructs a conceptual model of Xiaohongshu user stickiness. In this study, the note quality, welfare society product quality, service level, and social influence of Xiaohongshu were selected as independent variables, functional satisfaction and emotional satisfaction were used as intermediate variables, and user stickiness was used as the dependent variables, as shown in Fig. 1.

3.2 Model Study Assumptions

3.2.1 Research Assumptions on Note Quality

Fesenmaier and Wang research argue that travel sites provide users with real and effective travel information, saving users the time it takes to actively search for information, and that high-quality travel information shared by other users can lead to better travel planning and increase the interactivity of user members within the community [1]. Yang Wenju pointed out that content quality is positively correlated with user stickiness through research on user engagement within the community [23]. Therefore, this article proposes the following assumptions:

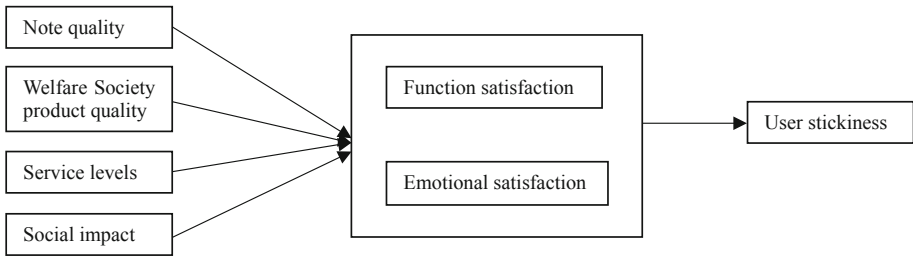


Fig. 1. User stickiness influencing factor model

H1: The quality of Little Red Book notes positively affects functional satisfaction;

H2: The quality of Little Red Book notes positively affects emotional satisfaction.

3.2.2 Research Assumptions About Product Quality

In the e-commerce section of Xiaohongshu, product quality is one of the most important concerns for users. In his research, Di Peipei summarized four key factors of product quality, price, service level and logistics, and believed that these four factors had a greater impact on user stickiness [2]. Wang Haiping focused on product value, demonstrating that product quality positively affects user stickiness [19]. In summary, this article proposes the following assumptions:

H3: The positive quality of Xiaohongshu products affects functional satisfaction;

H4: The quality of Little Red Book products positively affects emotional satisfaction.

3.2.3 Service Level Research Assumptions

Lloyd and Mark point out in their research that in the Internet world, the level of service has a direct impact on user stickiness [10]. Xiao Fang, a scholar in China, believes that the emotional embodiment of customer loyalty to the brand is mainly affected by the quality of service, and whether the customer can continue to visit is the key factor [21]. In summary, this article proposes the following assumptions:

H5: The service level of Little Red Book positively affects functional satisfaction;

H6: Little Red Book service level positively affects emotional satisfaction.

3.2.4 Research Assumptions About Social Impact

Research by Yan has shown that a good social influence of a business will increase the user's liking for the company and promote the user's continuous willingness to use or purchase behavior [22]. Wang's research pointed out that improving the reputation image of enterprises will increase the willingness of customers to buy [17]. Therefore, this article proposes the following assumptions:

H7: The social impact of the Little Red Book positively affects functional satisfaction;

H8: The social influence of the Little Red Book positively affects emotional satisfaction.

3.2.5 Research Assumptions About Functional Satisfaction

Tang proposed that the functional value of the product, that is, the characteristics of the product itself, and the satisfaction that the user can obtain by using the product, are important factors affecting the stickiness of the user [16]. Through a study of network participants, Lang Yulin pointed out that the more satisfied users are with the functionality of the website, the stronger their user stickiness [9]. Therefore, this article proposes the following assumptions:

H9: Users' functional satisfaction with Little Red Book positively affects user stickiness.

3.2.6 Research Assumptions About Emotional Satisfaction

Liu pointed out in his research that online users who participate in online activities and interact online when they are in a positive mood will produce a positive emotional attitude, which further affects the user's willingness to continue to use [6]. Plateau research shows that consumers have a positive purchasing attitude, are prone to purchase dependence on the products they buy, and are prone to increase the rate of repeat purchases [12]. Through his research on agricultural product e-commerce, Sun pointed out that the interaction between consumers in shopping websites can narrow the distance between the two sides and enhance the user's sense of emotional experience [14]. Therefore, this article proposes the following assumptions:

H10: The emotional satisfaction of users using Little Red Book positively affects user stickiness.

3.3 Questionnaire Design

According to the research content of this paper, the questionnaire method was used to conduct the research. The options for the study design were in the form of a Likert5 scale, where the five scores of 1, 2, 3, 4, and 5 represented "total disagreement, comparative disagreement, general agreement, comparative agreement, and full agreement". In order to ensure the validity and rationality of the questionnaire, a pre-survey was conducted on the questionnaire designed by the Institute before the official questionnaire was published. In this small-scale survey, 200 questionnaires were distributed and 200 questionnaires were recovered, of which 173 were valid. The questionnaires collected were then measured and showed that both reliability and validity had been met and could be investigated as formal questionnaires.

4 Data Analysis

4.1 Reliability and Validity Analysis

4.1.1 Reliability Analysis

This article applies SPSS23.0 for corresponding data analysis. Reliability refers to the degree to which the results are consistent when the same object is repeatedly measured in

Table 1. A table of coefficients α individual variables

Variable	α Coefficient	Number of questions
Note quality	0.712	3
Product quality	0.847	3
Service levels	0.834	3
Social impact	0.777	3
Emotional satisfaction	0.846	3
Functional satisfaction	0.827	3
User stickiness	0.868	3

Alpha	The number of items
.960	21

Fig. 2. Reliability statistics

Overall KMO	.936
Bartlett test results	Approximate chi-square 2683.769
	Degree of freedom 210
	Significance .000

Fig. 3. Overall KMO and Bartlett test results

the same method, that is, the reliability of the measurement data. In this paper, Cronbach's α reliability coefficient method is used to test the data consistency.

As can be seen from the Table 1, in the overall reliability analysis, the α coefficient of the overall reliability of the questionnaire is 0.960, which shows that the questionnaire data is very reliable. Then analyze each variable, the α coefficient of each variable is greater than 0.7, you can conclude that the data of the entire scale has credibility, and can be further analyzed (Fig. 2).

4.1.2 Validity Analysis

Validity refers to the degree to which the results of the measurement reflect the content being examined, and the closer the measurement result is to the measured content, the higher the validity. In this study, factor analysis was mainly used for measurement, and the KMO and Bartlett spherical degree tests were used to determine whether factor analysis was suitable.

From the results shown in the Fig. 3, it can be seen that the KMO value is 0.936, greater than 0.9, and the Bartlett spherical degree test value is 0.000, indicating that the measurement options studied in this paper have good validity, so it shows that the collected sample data are very suitable for factor analysis methods.

Table 2. KMO and Bartlett test results for various factors

		Note quality	Product quality	Service levels	Social impact	Emotional satisfaction	Functional satisfaction	User stickiness
KMO		0.653	0.718	0.722	0.695	0.723	0.719	0.731
Bartlett spherical degree test	Approximate chi-square	103.265	221.323	199.133	142.450	223.135	190.293	256.082
	Degree of freedom	3	3	3	3	3	3	3
	Significance	0.000	0.000	0.000	0.000	0.000	0.000	0.000

Table 3. Exploratory factor analysis of each variable

Variable	The title number	Factor loading	Cumulative variance sum %
Note quality	Q1	0.766	63.883
	Q2	0.780	
	Q3	0.849	
Product quality	Q4	0.898	76.649
	Q5	0.847	
	Q6	0.880	
Service levels	Q7	0.881	75.171
	Q8	0.856	
	Q9	0.864	
Social impact	Q10	0.807	69.367
	Q11	0.835	
	Q12	0.856	
Emotional satisfaction	Q13	0.899	76.968
	Q14	0.870	
	Q15	0.862	
Functional satisfaction	Q16	0.854	74.373
	Q17	0.879	
	Q18	0.854	
User stickiness	Q19	0.909	79.357
	Q20	0.891	
	Q21	0.871	

According to the results of the Table 2, the KMO value of each variable is greater than 0.6, and the value of the Bartlett spherical degree test is 0.000, which is less than 0.05, indicating that the validity of each variable meets the criteria and is suitable for factor analysis. In this study, the principal component analysis method was mainly used to extract the factors, and the results were as follows.

According to the results of the Table 3, the factor loading amount of each variable is greater than 0.7, indicating that the validity is good.

4.2 Regression Analysis

Regression analysis can study the relationship between dependent and independent variables and can therefore be used to test whether a hypothesis holds. The research in this paper is divided into three parts, which are classified as follows:

Part I: Dependent Variables: Emotional Satisfaction; Independent Variables: Note Quality, Product Quality, Service Level, Social Impact.

Part II: Dependent Variables: Functional Satisfaction; Independent Variables: Note Quality, Product Quality, Service Level.

Part III: Dependent Variable: User Stickiness; Independent Variable: Emotional Satisfaction, Functional Satisfaction.

4.2.1 The First Part is Regression Analysis

The results of Fig. 4 show that the adjusted R square is 0.504, the F-value is 44.740 and the significance is 0.000 in Fig. 5, and the significance value of each argument in Fig. 6 is less than 0.05; these data indicate that each independent variable has a positive effect on emotional satisfaction. Thus, the regression equation can be obtained as follows:

Emotional satisfaction = 0.150 * note quality + 0.251 * product quality + 0.276 * service level + 0.218 * social impact.

Through regression analysis, it can be seen that the research hypothesis H2, H4, H6, H8 is true.

Model	R	R squared	Adjusted R square	Standard Estimation error	Durbin Watson
1	.718 ^a	.516	.504	.582	2.083

- Predictors:(Constant); Note quality; Product quality; Service levels; Social impact
- Dependent variable: Emotional satisfaction

Fig. 4. Model summary

Model	Sum of squares	De gre e o f fr eed om	Mean square	F	Significance
1 Regres sion	60.685	4	15.171	44.740	.000 ^b
Residuals	56.969	168	.339		
Total	117.653	172			

- a. Dependent variable: Emotional satisfaction
b. Predictors:(Constant); Note quality; Product quality; Service levels; Social impact

Fig. 5. ANOVA analysis

Model	Non-standardized coefficients		Normalize d coefficient s	t	Significanc e
	B	Standar d error	Beta		
1 Constan t	.403	.265		1.524	.129
Note quality	.150	.075	.142	2.005	.047
Product quality	.251	.067	.258	3.742	.000
Service levels	.276	.074	.278	3.714	.000
Social impact	.218	.072	.210	3.038	.003

- a. Dependent variable: Emotional satisfaction

Fig. 6. Coefficient chart

4.2.2 The Second Part is Regression Analysis

The results of Fig. 7 show that the adjusted R-side is 0.476, in Fig. 8, the F-value is 53.116, and the significance value is 0.000; the significance value of note quality in Fig. 9 is 0.556, greater than 0.05, and the significance values of other variables are less than 0.05; these data indicate that note quality cannot have a positive effect on functional satisfaction. Thus, the regression equation can be obtained as follows:

Emotional satisfaction = 0.251 * product quality + 0.356 * service level + 0.226 * social impact.

Model	R	R squared	Adjusted R squared	Standard Estimation error
1	.716 ^a	.513	.502	.591

a. Predictors:(Constant); Note quality; Product quality; Service levels; Social impact

Fig. 7. Model summary

Model	Sum of squares	De gre e o f fr eed om	Mean square	F	Significance
1 Regres sion	61.947	4	15.487	44.279	.000 ^b
Residuals	58.759	168	.350		
Total	120.705	172			

a. Dependent variable: Functional satisfaction

b. Predictors:(Constant); Note quality; Product quality; Service levels; Social impact

Fig. 8. ANOVA analysis

Model	Non-standardized coefficients		Normalize d coefficient s	t	Significanc e
	B	Standar d error	Beta		
1 Constan t	.516	.269		1.918	.057
Note quality	.045	.076	.042	.590	.556
Product quality	.251	.068	.255	3.691	.000
Service levels	.356	.076	.355	4.720	.000
Social impact	.276	.073	.215	3.103	.002

a. Dependent variable: Functional satisfaction

Fig. 9. Coefficient chart

Through regression analysis, it can be seen that the study assumes that H3, H5, H7 are true, and H1 is not.

Model	R	R square	Adjusted R square	Standard Estimation error	Durbin Watson
1	.716 ^a	.512	.507	.624	2.061

- c. Predictors:(Constant); Functional satisfaction; Emotional satisfaction
- d. Dependent variable: User stickiness

Fig. 10. Model summary

Model	Sum of squares	Degree of freedom	Mean square	F	Significance
1 Regression	69.508	2	34.754	89.321	.000 ^b
Residuals	66.145	170	.389		
Total	135.633	172			

- c. Dependent variable: User stickiness
- d. Predictors:(Constant); Functional satisfaction; Emotional satisfaction

Fig. 11. ANOVA analysis

4.2.3 The Third Part is Regression Analysis

The results of Fig. 10 show that the adjusted R square is 0.507, the F-value in Fig. 11 is 89.321, and the significance value is 0.000; and the significance value of each variable in Fig. 12 is less than 0.05; these data show that each variable can have a positive effect on user stickiness. Thus, the regression equation can be obtained as follows:

Emotional satisfaction = 0.611 * emotional satisfaction + 0.206 * functional satisfaction
Through regression analysis, it can be seen that the research hypothesis H9 and H10 are established.

Model	Non-standardized coefficients		Normalized coefficients	t	Significance
	B	Standard error	Beta		
1 Constant	.688	.242		2.858	.005
Emotional satisfaction	.611	.079	.569	7.724	.000
Functional satisfaction	.206	.078	.194	2.637	.009

a. Dependent variable: User stickiness

Fig. 12. Coefficient chart

5 Conclusions and Recommendations

5.1 Conclusions of the Study

This paper takes Xiaohongshu as a case study of its user stickiness mechanism. In this paper, from the perspective of Xiaohongshu user stickiness influencing factors, the model of user stickiness influencing factors is established, the sample data is collected through questionnaire form, and the descriptive analysis, reliability and validity analysis and regression analysis of sample data are used using SPSS23.0 to verify the hypothesis. The final results show that product quality, service level and social influence have a significant positive impact on functional satisfaction, while note quality does not have a significant positive impact on functional satisfaction. Note quality, product quality, service level, social influence all have a positive impact on emotional satisfaction, these factors help to improve the emotional perception of Xiaohongshu users, at the same time, functional satisfaction and emotional satisfaction according to the data, all have a positive impact on user stickiness.

5.2 Research Recommendations

5.2.1 Increase the Intensity of Uploading Notes

Little Red Book notes are an important part of the Little Red Book community, according to the previous data statistics, most users use little Red Book is to browse other people's notes, so the richness, authenticity and typography mode of the note content are the content that users focus on, the content is perfect, the theme is clear, the notes with a sense of truth are easy to resonate with the user, will give new users a good feeling, will make people choose to further browse other notes. Therefore, first of all, before the

original uploads the notes, it is necessary to check the notes to avoid false information and sales advertisements; secondly, to keep the popular notes hot, when different users refresh the page, keep the hot notes on the home page; finally, the notes released will be sorted out in modules, and the user can directly locate the relevant notes when searching, more efficient to meet the user's search and viewing needs.

5.2.2 Further Guarantee Product Quality

Xiaohongshu welfare club is mainly cross-border e-commerce, users will worry about the authenticity of the source of goods and the quality of the product when purchasing, once there are users who buy fake products, not only will the brand but also a big blow to the Xiaohongshu e-commerce, the loss is not only the purchase of users and potential purchase users, but also the user's trust in the Little Red Book, once the trust is lost, then it is more difficult to save the user. With the growth of the number of purchase users, when the Little Red Book Mall sells products, there should be no fluke mentality, the source of each product should be carefully controlled, when consumers receive goods, they can trace product information through the two-dimensional code or bar code on the product packaging, ensure the quality of each product, improve the user's satisfaction attitude in the shopping process, and let each user become a repeat customer. Of course, this is also inseparable from efficient and sincere service, so that consumers get the best sense of experience every time they shop, which is the pursuit of improving service levels.

5.2.3 Enhance Online Word of Mouth

There are different kinds of word of mouth, including positive reviews, neutral reviews, and bad reviews. Most of the notes published on the Little Red Book are shared by the user's own personal experience, which has great reference value, so to a certain extent, it will affect the first impression of other users on a product and even affect the purchase decisions of others. Therefore, in response to praise, Xiaohongshu should increase publicity and let it infect more users; for bad reviews, Xiaohongshu should attach great importance to it, invest professionals to deal with and improve negative evaluations in a timely manner, continuously improve the level of enterprises, turn bad reviews into praise, win good reputation for enterprises, and enhance user stickiness.

5.2.4 Strengthen the Integration of UGC + E-Commerce

There are many recommendations in the notes of Xiaohongshu that involve good things, and most of them are based on the user's personal experience and then original notes, which has reference value for other users who want to buy related products. Xiaohongshu Mall can summarize through product names, and put popular products on the shelves in Xiaohongshu Mall in a timely manner, providing one-stop service for users with purchase intentions, facilitating the user's purchase process, thereby increasing user satisfaction. Through data analysis, the impact of emotional satisfaction on user stickiness is more significant, functional satisfaction is not so obvious relative to emotion, so Xiaohongshu will introduce most of the user flow into the welfare society mall, can not be too eager,

when the user gets an emotional sense of identity through the sharing of notes, the user will take the initiative to enter the mall to buy products. It is necessary not only to strengthen the integration between notes and the mall, but also to seek a balance between the two.

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