The impact of user's perceived value on the willingness to pay for membership on Internet platforms

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Abstract. The user base and market size of the Bilibili platform are now expanding quickly, and the corresponding industry has a considerable market potential. Previously, there are not plenty of empirical researches on users' intentions or behavior on Bilibili (one of China's more advanced video networks). In this regard, this study selects Bilibili users as the research subjects, develops a model of factors influencing willingness to pay from the users' perspective, integrates theoretical and empirical tests, and investigates the effects of each element on desire to pay. According to the analysis, subjective norms in users' perceived value are the direct factors affecting users' willingness to pay for Bilibili, while perceived usefulness, entertainment, cost, sociability, and risk indirectly affect consuming intention for Bilibili through perceived value. Overall, these results shed light on guiding further exploration of enhancing consuming intention of customers from the perspective of users' perceived value.

Keywords: Perceived value; willingness to pay; Bilibili; influencing factors.

1. Introduction

By the end of 2021, the overall user penetration rate of the three major video websites was 80.3% along the first echelon of the chief video websites. Taking Bilibili as an example, Bilibili paying users accounted for 9% of the monthly active users in 2021 according to the 2021 annual report, compared with the 20% payment rate of iQiyi, 21.3% of Tencent Video, and 17% of Youku [1].

With the constantly evolving business and rising quantities of users for video websites, Bilibili will move into a new stage of development. The intrinsic is that the sector's competition heats up and adopt the video payment trend as a part of its expansion as an all-encompassing online video platform. In order to enhance product quality and generate revenue, this study will investigate the factors influencing user group pay willingness.

In this research, the significance of Bilibili users is investigated and the influencing factors of the research theme are determined based on describing the development status of the industry and the existing problems of Bilibili. The sample data collected by the questionnaire were statistically analyzed, and the concept model proposed was evaluated. After fitting, the factors and related indicators were analyzed to verify the proposed research hypothesis. Eventually, we summarize the research conclusions and put forward targeted marketing suggestions.

Based on the theoretical analysis and literature review of the study, we designed the corresponding questionnaire with some optimizations in terms of the pre-experiment. Subsequently, the questionnaire was distributed online, and the relevant original data were collected. This study adopts the case analysis method, selecting the Bilibili to conduct data processing and have a comprehensive understanding of Bilibili. The factors affecting users' willingness pay provide a solid basis for discovering, analyzing and solving problems. In this case, the unification of social science descriptive research and explanatory research has been realized. In this study, we combed the relevant literature and theories, defined the observed variables with reference to previous studies, and constructed the theoretical models after combining multiple theoretical models. To verify the relationship hypothesis and process the data, SPSS Statistics 22 was used after obtaining the questionnaire data.

The current study on Bilibili is mostly concerned with the development challenges of the platform's paid business model, copyright issues and content strategy research, which does not go far enough into the research and examination of users. In order to upgrade the wholesome and orderly growth of the network video industry, this study examines how system analysis affects Bilibili users' pay willingness to influence factors and builds a model of user perception. It also develops feasible recommendations for Bilibili's commercial operation practice strategy.

2. Literature review

2.1 Content payment and Field Research

The primary areas of concentration for academic research on the mechanism and strategy of paying for content are operation and communication. Additionally, the content payment operation model has been the subject of diverse discussions by other academics based on the peculiarities of the same study subjects. Zhang divided the model into two categories: the first and the subsequent payment model. The former one includes features including Q&A, subscriptions, and memberships, while the latter one is mostly centered on the tipping function [2].

2.2 Analysis of users' willingness to pay

In general, there are two kinds of definitions for the willingness to pay for a good or service with certain characteristics. The first one corresponds to highest value for purchasing a particular good or receiving a particular service [3] while the other one means the additional value that the user is willing to pay for an improvement in the quality of a particular good or service are two definitions [4].

In other words, it means the cost a user is willing to pay to receive higher advantages. The desire to pay at a premium, often known as the second explanation of the willingness to pay, is frequently employed. Other scholars have also defined the willingness to pay. Han and Tian defined the purchase intention as the possibility of consumers to buy the product, reflecting the willingness of consumers to buy goods [5]; Zhu believes that it is the psychological consultant to purchase commodities satisfying their demands [6]; and Li states that the willingness to pay is the possibility of consumers' willingness to pay for a specific product nature [7]. Although scholars have different statements on the definition of willingness to pay, there is a common consensus that willingness to consuming is a key determination for the purchasing behavior.

2.3 Planning Behavior Theory

The perceived likelihood that a person will engage in a particular conduct is referred to as behavior intention in the theory of planned behavior. According to Ajzen, there is a substantial link between behavior intention and behavior [8], indicating that one is more possible to do a behavior with the more strongly intention. Actual behavior is affected by various influencing factors. Among these factors, behavior attitude, which expresses a person's love or dislike of a particular behavior, and subjective norms, which describe a person's decision-making process regarding a particular behavior. Known social pressure, also known as perceptual behavior control, describes how simple or challenging it is for people to engage in certain case.

2.4 Perceived Value Theory

The dimensions and classifications of the drivers of perceived value have been discussed by numerous academics. Customers’ perceived value was split up by Zeithaml into perceived profit and perceived profit loss [9]. According to Parasuraman, factors affecting product quality, service quality, and pricing make up the majority of the drivers of consumer perceived value [10]. As stated by Sweeney and Soutar [11], customers’ perceived value should take into account hedonic value, social value, and practical value. As seen in Fig. 1, this study utilizes the two-dimensional theory of gain and loss that is popular in academia.

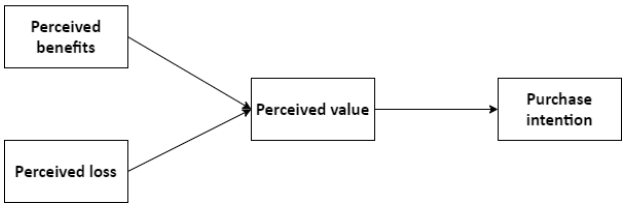

Figure 1. Structure Model of perceived value theory.

3. Methodology

3.1 The Framework

This study designs 8 variables, perceived usefulness, perceived entertainment, perceived social, perceived cost, perceived risk established as factor variables of perceived value, and it as a partial mediator variable to pay the outcome variable, subjective norms and other independent variables affect users' willingness to pay. As a matter of fact, this survey will draw on the previous questionnaires, design with the actual situation of Bilibili, and build them according to the respondents after the pre-survey. The final questionnaire will be formed via discussing the questionnaire data performance, adjusting and optimizing the questionnaire expression of the questionnaire. The conceptual model constructed for this study is schematically depicted in Fig. 2.

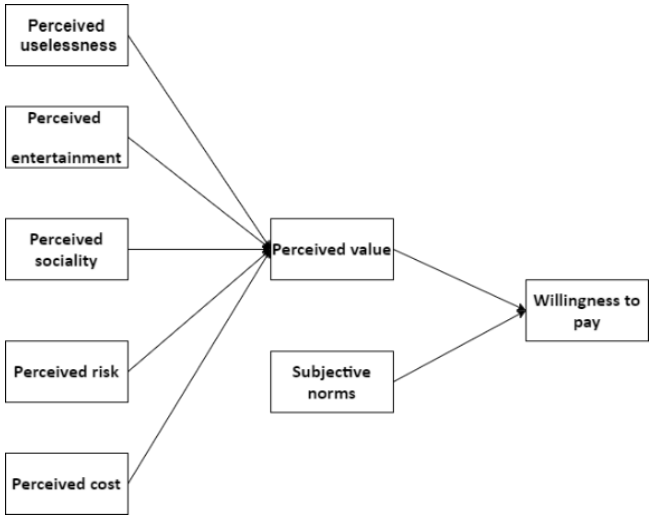

Figure 2. Schematically for the model applying in this study.

3.2 The Hypothesis

The ultimate end variable of this study model, willingness to pay, will be affected by other variables. Here, it refers to the chance that they will pay for the platform in order to better their video or viewing experience. On this basis, the following theories are put forth:

H1: Perceived value has an important positive effect on Bilibili users' willingness to pay.

In this research, perceived usefulness means the degree to which Bilibili users feel that a paid Bilibili membership can satisfy their needs, including practical needs to save time and energy, hobbies, and novelty seeking. With this in mind, following hypothesis are proposed in this paper:

H2: Perceived usefulness has an important positive effect on Bilibili users' willingness to pay.

H3: Perceived usefulness has an important positive effect on Bilibili users' perceived value.

Perceived entertainment in this study is used to capture the amount of pleasure that Bilibili users receive after making a large membership payment. It has been shown that perceived entertainment, as an intrinsic behavioral motivator, not only has an important impact on technology acceptance, but

also has a positive impact on consumer behavioral intentions. Accordingly, this paper makes the following hypothesis.

H4: Perceived entertainment has an important positive effect on Bilibili users' willingness to pay.

H5: Perceived entertainment has an important positive effect on Bilibili users' perceived value.

Perceived cost is the cost that consumers have to pay when using a product or service, including the money, time and effort spent. In this study, perceived cost is set as the antecedent variable of willingness to pay, and perceived value mediates the relationship between perceived cost and willingness to pay. In this case, the following hypotheses are proposed.

H6: Perceived cost has an important negative effect on Bilibili users' willingness to pay.

H7: Perceived cost has an important negative effect on Bilibili users' perceived value.

The Bilibili video platform also provides users with social communities and social channels. The Bilibili community, as a collection of people and relationships, gradually increases in perceived value as users explore issues related to products and services within the community. On this basis, this study proposes the following hypothesis.

H8: Perceived sociability has an important positive effect on Bilibili users' willingness to pay.

H9: Perceived sociability has an important positive effect on Bilibili users' perceived value.

Following the description of perceived risk mentioned in Ref. [12], the hypothesis is proposed as follows.

H10: Perceived risk has an important negative effect on Bilibili users' willingness to pay.

H11: Perceived risk has an important negative effect on the perceived value of Bilibili users.

Subjective norms are derived from the UTAUT model [13] and refer to external variables outside of the user's subjective perceptions that influence willingness to pay, where user attitudes change to varying degrees in response to the actions of others. A large body of literature has verified that it has an important positive effect on willingness to pay. Accordingly, this study proposes the following hypothesis.

H12: Subjective norms have an important positive effect on Bilibili users' willingness to pay.

In summary, a total of 12 research hypotheses were formulated for this study.

3.3 The Questionnaire design

This questionnaire aims to study the factors influencing users’ willingness to pay of Bilibili. The questionnaire consists of three main parts: the questionnaire description, the main part and the demographics of respondents. The description is used to eliminate the concerns of the respondents and to stimulate their interest in order to gain their cooperation, including an introduction to the identity of the surveyor, the purpose of the survey, the use of the questionnaire and confidentiality measures. The main part of the questionnaire investigates variables required in this paper that listed above using a five-point Likert scale. The third section provides social demographics (gender, age, etc.).

3.4 The Measurements

The perceived usefulness variable was taken from the technology acceptance model [14], so the scale for this variable was mainly adopted from Davis' scale and combined with the characteristics of Bilibili users to obtain the perceived usefulness measures with a total of five items. The paid videos obtained by paying through the Bilibili platform were added to the scale to obtain a perceived entertainment scale of 5 items. In terms of perceived cost, Kuo and Yen set a high reliability scale when exploring consumers' behavioral intentions to use 3G mobile VAS [15].

Table 1. The Measurements Scale

VARIABLES	NUMBER	CONTENT
PERCEIVED USEFULNESS	PU1	I think that with a Bilibili membership, you can watch some of the movies that are only available to members.
	PU2	I think you can enjoy higher definition picture quality when you open a Bilibili grand membership.
	PU3	I think you can get some coupons and game benefits when you open a Bilibili grand membership.
	PU4	I think having a Bilibili grand membership will allow me to participate in some fun membership activities.
	PU5	I think that having a Bilibili membership has saved me the time and effort of gathering resources.
PERCEIVED ENTERTAINMENT	PE1	I think opening a Bilibili Grand membership can make me feel good.
	PE2	I think opening a Bilibili Grand membership can add interest to your life.
	PE3	I think opening a Bilibili grand membership can bring me a fresh feeling.
	PE4	I think opening a Bilibili Grand membership has enabled me to discover many interesting things.
	PE5	I think opening a Bilibili grand membership will enable me to taste the beauty of life.
PERCEIVED COST	PC1	I think it costs a certain amount of money to open a Bilibili major membership.
	PC2	I think Bilibili charges a relatively high level for large membership.
	PC3	I think Bilibili's paid services for big members are average value for money.
	PC4	I think Bilibili charges relatively high for large membership.
	PC5	I think there are many more overlay charges for Bilibili big membership.
PERCEIVED SOCIABILITY	PS1	I think opening a Bilibili grand membership will enable me to have a dedicated identity marker.
	PS2	I think opening a Bilibili Grand Membership can increase one's sense of presence and belonging.
	PS3	I think having a Bilibili membership will allow me to make more friends.
	PS4	I think that by having a Bilibili Grand Membership, I will be able to communicate with more users through comments, retweets, etc.
	PS5	I think that by having a Bilibili grand membership I will be able to interact directly with more content creators.
PERCEIVED RISK	PR1	I think there is a risk of information leakage by opening a Bilibili grand membership.
	PR2	I think the cost of the service will go down when I have a Bilibili grand membership.
	PR3	I don't think I can get the service I want even with a Bilibili major membership.

	PR4	I think there are still a lot of technical issues that prevent these services from working properly after opening a Bilibili grand membership.
	PR5	I think that when you open a Bilibili big membership, you will often have automatic deductions.
SUBJECTIVE NORMS	SN1	There are many people in my life who think I should have a big Bilibili membership.
	SN2	The mankind that affects my behaviour think I should have a big Bilibili membership.
	SN3	Mankind that is crucial to me think I should have a big Bilibili membership.
	SN4	Most of my friends and family who use Bilibili have a Bilibili major membership.
	SN5	All my friends and family who have a Bilibili premium membership have very good things to say about it.
PERCEIVED VALUE	PV1	I think the act of paying for Bilibili membership is worth it compared to the money I pay.
	PV2	I think the act of paying for Bilibili membership is worth it compared to the effort I put into it.
	PV3	I think paying for Bilibili membership is worth it compared to the time I put in.
	PV4	All in all, I think the act of paying for a Bilibili membership has value to me.
WILLINGNESS TO PAY	WTP1	In general, I would like to continue with the Bilibili grand membership.
	WTP2	I recently planned to start a Bilibili major membership.
	WTP3	I will continue to open a Bilibili grand membership if I need to.
	WTP4	I will continue to have a Bilibili premium membership even if the Bilibili premium service fee increases.
	WTP5	I am willing to spend more money to enjoy the Bilibili premium membership.

A research model found that social media perceived value includes five dimensions: information value, organizational interaction value, interpersonal interaction value, leisure and entertainment value, emotional and social status value, and a related scale (MPV Scale) was developed [16]. Cunningham first proposed the two-factor model [17]. The two-factor model became the dominant model for perceived risk research for over 30 years thereafter. This study draws on the two-factor model to design the perceived risk scale, with five items. The subjective norm is derived from the UTAUT model and refers to the extent to which individuals are aware of whether or not others think they should use new information technologies. Perceived value is a core variable in perceived value theory and has been developed into a mature scale in previous studies. In this study, Sirdeshmukh's scale was selected and modified to form a four-item perceived value scale. For willingness to pay, this study adopted part of Jarvenpaa, S.L.'s scale to obtain a 5-item willingness to pay scale [18]. The measure scale is presented in Table. 1.

3.5 The Descriptive analysis

With the aid of the software Questionnaire Star, the questionnaire was created, and a link to it was created. Friends and students were encouraged to complete the survey once the link and pertinent instructions were posted on various questionnaire collection websites. May 2022 to June 2022 saw the distribution of the questionnaires. After removing the invalid surveys from the 254 that were

received, 202 genuine questionnaires were found. Table 2 displays the descriptive statistics of the sample used in the SPSS analysis.

Table 2. Descriptive Statistics

CATEGORY	ITEMS	NUMBER	PERCENTAGE
GENDER	male	107	53%
	female	95	47%
AGE	12-18	23	11%
	18-22	81	40%
	22-28	52	25%
	28-35	26	13%
	Over 35	20	9%
AVERAGE MONTHLY DISPOSABLE AMOUNT	Less than ￥1000	17	8%
	￥1000-3000	98	49%
	￥3000-5000	45	22%
	Over ￥5000	42	21%

4. Results & Discussion

4.1 Reliability and validity

The obtained sample data were tested for reliability using the statistical software SPSS Statistics 22. As listed in Table. 3, the overall Cronbach's alpha coefficient of this questionnaire was 0.881, and the Cronbach's alpha coefficient of each variable was greater than 0.7, which shows that this questionnaire has a high reliability and is suitable for the validation analysis of the structural model and meets the needs of the study. Validity tests are used to evaluate a questionnaire's validity and can provide insight into how accurate the measurement results were. The structural validity of the questionnaire is assessed in order to determine whether the research object is applied and understood correctly, and the better the validity, the more consistent the results are with the subject of the investigation. According to the test findings, KMO value is 0.919 with corresponding test p-value less than 0.001. In this case, it means that the overall validity of the designed questionnaire is high. If KMO>0.90 denotes excellent, KMO>0.70 is acceptable.

Table 3. Cronbach's Alpha Coefficient

POTENTIAL VARIABLES	NUMBER	CRONBACH'S ALPHA COFFICIENT
PERCEIVED USEFULNESS	5	0.863
PERCEIVED ENTERTAINMENT	5	0.922
PERCEIVED SOCIABILITY	5	0.904
PERCEIVED RISK	5	0.817
PERCEIVED COST	5	0.907
SUBJECTIVE NORM	5	0.820
PERCEIVED VALUE	4	0.923
WILLINGNESS TO PAY	5	0.891
QUESTIONNAIRE OVERALL	39	0.881

4.2 The Variance analysis

Starting with the variance of the observed variables, analysis of variance investigates which of the several control factors has a substantial influence on the observed variables [19]. Gender and willingness to pay were subjected to an independent sample T-test, and the results of the homogeneity

of variance validation between gender and willingness to pay were non-important (seen from Table 4.). Therefore, it was considered that there was no important difference in willingness to pay between users of different genders.

Table 4. Independent sample t-test results of gender on willingness to pay

GENDER		t	p
female	male		
3.51±1.19	3.6±1.16	-0.520	0.604

Subsequently, age, monthly average disposable amount and willingness to pay were analyzed by one-way ANOWA listed in Table 5. The results showed that the significance probability of f-test statistical value of age was less than 0.05, i.e., there was important difference in willingness to pay among users of different ages. However, the statistical significance of f-test between average monthly disposable income and willingness to pay is greater than 0.05, indicating that there is no important difference between users with average monthly disposable income and intention to consumer at Bilibili.

According to the above results, there are important differences in the willingness to pay among users of different ages. By means analysis, differences between age groups can be compared. By comparing the willingness to pay of users of different age groups, it is found that 18-22 years old has the strongest willingness to pay, followed by 22-28 years old.

Table 5. Variance analysis results of age and monthly average disposable amount on willingness to pay

		QUADRATIC SUM	df	MEAN SQUARE	F	SIGNIFICANCE
AGE	between the groups	85.705	12	7.142	6.771	0.000
	within the group	431.387	409	1.055		
	sum	517.092	421			
AVERAGE MONTHLY DISPOSABLE INCOME	between the groups	13.496	12	1.125	1.294	0.219
	within the group	355.473	409	0.869		
	sum	368.969	421			

4.3 The correlation analysis

One way to determine whether there is an objective dependence relationship between two sets of statistical data is to perform a correlation analysis. In this study, correlation analysis has been carried out between perceived utility, perceived entertainment, perceived expense, perceived risk, perceived sociability, subjective norm, perceived worth, and readiness to pay based on the criterion, as shown in Table 6.

Table 6. Correlation coefficient matrix among variables

	PU	PE	PS	PC	PR	SN	PV	WTP
PU	1							
PE	0.613*	1						
PS	0.549*	0.324*	1					
PC	-0.273*	-0.212*	-0.277*	1				
PR	-0.319*	-0.186*	-0.305*	0.211*	1			
SN	0.248*	0.229*	0.586*	-0.312*	-0.343*	1		
PV	0.564*	0.576*	0.657*	-0.395*	-0.466*	0.572*	1	
WTP	0.538*	0.503*	0.580*	-0.485*	-0.509*	0.463*	0.671*	1

Note: * means P <0.001

4.4 The Validation factor analysis of variables

Structural equation model (SEM) realizes the perfect combination of confirmatory analysis and exploratory analysis, integrating factor analysis, regression analysis, path analysis and structural model, etc., to evaluate the relationship between variables on the basis of variable covariance matrix. Therefore, this study uses structural equation modeling to analyze the model structure and path. Multiple indicators (i.e., absolute fitness, value-added fitness and reduced fitness) were considered applying the evaluation of factor confirmation. The results are presented in Table. 7.

Table 7. Multifactorial validity analysis of the model

Indicator		evaluation standard	structural model	test comment
	CMID/DF	1-3	2.649	match
absolute fit indicator	RMSEA	<0.08	0.063	match
	TLI	>0.8	0.920	match
	IFI	>0.8	0.932	match
Value-added fit metrics	CFI	>0.8	0.932	match
	PGFI	>0.5	0.691	match
parsimonious fit index	PNFI	>0.5	0.760	match

4.5 The Model Path Analysis

Table 8. Table of path coefficients

Path	Standard Parameter Estimates	Standard Error of The Estimate	Salience	Critical ratio
Perceived Value ← Perceived Usefulness	0.234	0.075	***	3.344
Perceived Value ← Perceived Entertainment	0.399	0.71	***	5.427
Perceived Value ← Perceived Sociability	0.285	0.081	***	3.518
Perceived Value ← Perceived Cost	-0.143	0.028	***	-2.957
Perceived Value ← Perceived Risk	-0.189	0.031	***	-3.225
Willingness to pay ← Perceived usefulness	0.157	0.066	0.019	2.241
Willingness to pay ← Perceived entertainment	0.134	0.070	0.104	1.627
Willingness to Pay ← Perceived Sociability	0.129	0.082	0.038	1.573
Willingness to pay ← Perceived cost	-0.326	0.027	***	-6.253
Willingness to Pay ← Perceived Risk	-0.313	0.035	0.004	-8.942
Willingness to Pay ← Subjective Norms	0.135	0.053	0.023	2.275
Willingness to Pay ← Perceived Value	0.301	0.058	***	4.615

Note: *** means P <0.001

In order to observe the path coefficients of the above model, so as to judge whether there is an influence among the eight variables in the model, and whether the influence is important, this study analyzes the path of the structural model. The loading value of each factor in the structural model is greater than 0.5, i.e., the model performances well with a suitable validity.

As presented in the Table. 8, the P values of perceived usefulness, perceived entertainment, perceived risk, perceived cost and perceived sociability are all less than 0.001 and important at the 0.001 level. At the same time, it can be seen from the coefficients that the order of the degree of influence of each variable on perceived value should be: perceived entertainment>perceived sociability>perceived usefulness>perceived risk>perceived cost.

The P values of perceived cost and perceived value on willingness to pay are also less than 0.001, i.e., above two variables possess important impacts on willingness to pay; the P values of perceived entertainment and perceived sociability on willingness to pay are greater than 0.05, not reaching 0.05. Sex levels, indicating that perceived entertainment and perceived sociability had no important effect.

4.6 The Research result

On the basis of the structural model analysis, this section tests the 9 correlations between the variables from the aspects of path coefficient, significance level and assumed causality according to the 12 theoretical assumptions proposed in the model of users' willingness to pay at Bilibili. While H4 and H6 are disproved, the most of the hypotheses are confirmed. The impact of perceived

usefulness on willingness to pay is partially mediated by perceived value, the impact of perceived entertainment on willingness to pay is completely mediated by perceived value, and the impact of perceived cost on willingness to pay is partially mediated by perceived value.

5. Marketing suggestion

According to the above analysis, perceived usefulness, perceived cost, subjective norms, perceived entertainment, risk and value all have an impact on the willingness to pay. With this in mind, following suggestions are proposed from the perspective of marketing:

To increase perceived usefulness, delve deeply into user needs [20]. Perceived utility is one of the key determinants of intention, suggesting that when users utilize the Bilibili platform and weigh their options for paying, they place a high value on the potential for function and experience upgrades.

Create a high-quality platform to improve the perception of entertainment. Perceived entertainment has a positive impact on purchase intention, and the higher the happiness obtained by users through using Bilibili, the stronger the intention will be employed. Users prefer to be able to obtain useful information in a pleasant atmosphere, so the platform can provide services to users in diverse forms [21].

Provide value-added services to reduce perceived costs. In other words, an increase in perceived cost adversely impacts willingness to pay, i.e., the higher the perceived cost, the weaker the willingness to pay. Therefore, Bilibili should consider adopting a variety of pricing policies to promote user payment.

Operate online communities to enhance users' perception of sociability. According to the above analysis, perceived sociability will have an indirect impact on users' willingness to pay, which requires Bilibili to maintain the competitive advantage of the existing online community, introduce active paying members, and opinion leaders in the community are the crucial part, so as to reach the advancement effect of paid business.

6. Limitations & Future outlooks

In reality, this study is unable to address all the variables that affect how eager consumers are to pay for internet videos. Users are a diverse group; thus, additional research is necessary since other characteristics that were not taken into account in this study, which could possibly affect their willingness to pay. Because vocational disparities are not considered in the survey of demographic features and some of the investigators are still in school, it is possible that the average monthly disposable income will deviate. With this in mind, it is possible to dig deeper, introduce theories of other disciplines, and investigate variables more fully [22]. Multi-angle analysis of other factors affecting willingness to pay and the path and mechanism between them, so as to make the model more perfect and comprehensive.

7. Conclusions

In summary, this paper investigates the impact of various factors on the willingness to pay from the perspective of users, based on the rapid growth of user scale and industry scale of Bilibili platform. Specifically, by describing the development status of Bilibili industry and the existing problems of Bilibili, the significance of studying the willingness to pay of Bilibili users is introduced. According to the analysis, perceived usefulness, perceived cost, subjective norms, perceived entertainment, perceived risk and perceived value all influence willingness to pay. Overall, taking Bilibili as an example, the major online video platforms are expected to find the reference significance of each factor for their own platform in the analysis of factors affecting the payment of Bilibili, excavate user needs, thus enhancing user willingness to pay and obtaining better benefits. In addition, it enables users to obtain better service experience, thus promoting the development of the network video market. Nevertheless, most of the questionnaire data in this paper are from the Internet, and it does

not take into account that the Internet fillers are relatively familiar with the Internet, which results in partial deviations in some areas. In the future, one can dig deeper, introduce the theories of other disciplines, and examine variables more fully. Multi-angle analysis of other factors affecting willingness to pay and the path and mechanism between them, so as to make the model more perfect and comprehensive. In general, these results offer a guideline for further exploration of users' perceived value on the payment of membership on Internet platforms.

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