

Research on New Media under the Background of New Consumption

-- Takes Live-streaming Marketing as an Example

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Abstract

Now under the deployment of rural revitalization strategy, rural tourism industry booming, but our urban and rural development level can be differences, for the acceptance of new media live marketing needs to be further improved, for the integration of resources toward the rapid development of rural tourism industry, also need the joint efforts of relevant departments and society from all walks of life. This project captures the new hot issues, the rapid development of rural economy, and the live broadcast marketing brought about by rural tourism has brought different development to China's social economy. We analyze this problem in combination with the new consumption background.

Keywords

New Media; Rural Tourism; The New Era and New Consumption Background; Live Broadcast Marketing.

1. Research Background

Nowadays, the era of new media has broken the regionalization of the market and made more rural tourism places appear in front of people. The academic circle has a certain discussion on the marketing strategy of new media in rural tourism places, but there is not very much research combined with new consumption trends. In order to understand how to better use of new media to attract potential consumption of rural tourism destination, the project in Guilin local rural, for example, understand the impact of new media application on consumer consumption and analyze the influence of new media marketing and mechanism, for rural tourism destination government, business subject to do effective accurate marketing decision-making basis and reference.

2. Research Significance

With the development of economy and society, people's desire to return to nature is more and more intense, and rural tourism, as the best combination of agriculture and tourism, has also attracted much attention. Nowadays, the era of new media has broken the market regionalization of China and made more rural tourism places appear in front of people, but the cyberspace it creates also affects our physical world. With the continuous development of economy and network technology, the characteristics of consumer demand have also changed. The academic circle has some discussion on the marketing strategy of new media in rural tourism areas, but the research on new consumption trends is not very much. The combination of online virtual economy and offline rural beauty will let more people know about rural tourism places, and implement the "Opinions of the CPC Central Committee and the State Council on Implementing the Rural Revitalization Strategy" to promote the quality and efficiency of rural tourism. In view of this, in order to deeply understand how to better use the

new media to attract the potential consumption power of rural tourist destinations, the project takes the local rural areas in Guilin as an example, based on literature research, questionnaire survey, statistical analysis, fieldwork and other methods. Through the new consumer demand, the construction of new media interaction and consumer consumption intention model, in order to understand the impact of new media application on consumer consumption and analyze the influence of new media marketing and mechanism, for the rural tourism destination related government, business subject to do effective accurate marketing decision-making basis and reference.

3. Research Status at Home and Abroad

3.1. Research on Rural Tourism

General situation of foreign research on rural tourism. Rural tourism first appeared in Europe. At present, it is generally believed that it originated in France. Early rural tourism had a strong aristocratic atmosphere because European aristocrats often traveled to the countryside in the 1950s and 1960s. The research work related to rural tourism in foreign countries started early, its research level is deeper, the research perspective is broader, the cross disciplines involved in politics, economy, geography, society and culture, and the research methods are more scientific. Different scholars have different views on the research of rural tourism management motivation, marketing subject and development management. Some believe that rural tourism should have a subject to guide, optimize, integrate and support the development of related industries; Some people believe that the development of rural tourism is influenced by many factors.

General situation of domestic research on rural tourism. In China, most scholars believe that China's rural tourism started at the end of 1980, reached the first peak in 2007, ushered in the second peak in 2011, and then stabilized. In recent years, with the No. 1 central document: strengthening rural tourism infrastructure and doing well in agriculture, rural areas and farmers, the study of rural tourism has come to a new peak. At present, Guo Huancheng, Shi Qiang and other scholars have systematically studied and combed the background, concept and characteristics of rural tourism, the development status, development mode, existing problems and Development Countermeasures of rural tourism in China. He Jingming and other domestic scholars have made a detailed analysis of rural tourism in European and American countries such as Germany, Austria and France. Generally speaking, the research results of domestic scholars mostly focus on the concept of rural tourism, consumer behavior, rural tourism development, development influencing factors, sustainable development, poverty alleviation and so on. In terms of research methods, domestic scholars mostly focus on qualitative analysis and use less models and methods. However, in recent years, the research on quantitative analysis methods such as structural equation model and mathematical statistics is increasing. At the same time, the interdisciplinary research on rural tourism and political economics, sociology, psychology and ecology are also more abundant and complete.

Research on the concept of rural tourism. Ady miman defines rural tourism as tourism located in rural areas, which has the characteristics of rural areas. The forms of rural tourism in different countries will be slightly different from different people. Whether it is to strengthen the characteristics of rural areas, or emphasize that pastoral flavor is its center and unique selling point, or emphasize its main services such as leisure sightseeing, popular science education, health and fitness. Rural nature has always been regarded as the basis for attracting tourists' consumption, which is also unanimously recognized at home and abroad.

Overall, rural tourism has a strong development momentum, plays an increasingly important role and influence in society, economy and culture, and the relevant research is becoming more and more mature. The research on the development trend, consumption, marketing and

development mode of rural tourism is becoming more and more important. How to further develop rural tourism under the background of new consumption has become an important issue.

Research on the consumption, marketing and development model of rural tourism. The rise and vigorous development of rural tourism comes from the strong demand of urban residents for rural tourism. Francois moinet once pointed out in the letourismerralcommentcr é e that the French understanding of rural tourism is: "Farm reception + rural vacation + Leisure Space", in which leisure space refers to all spaces or things that can be satisfied by tourists. Skiing, field walking, rock climbing, horse riding, milking, etc. in France, those modern and mechanized farms are not very attractive to tourists. Nowadays, although many places are developing, they are vigorously developing ecotourism, National Tourism and culture Creative tourism, festival tourism, Shandong, Zhejiang and other places have also made great achievements. However, traditional buildings are gradually replaced by modern buildings and decorative styles, and still exist. Before the large-scale modernization development of terraces in Yunnan, Fang Zhongquan mentioned that, contrary to the "urbanization" of rural tourism destinations in China, rural tourism destinations in France are consciously "rural" ". its products focus on retaining rural characteristics, and even add rural characteristics manually. " Guo Huancheng and others believe that market demand and changes are the key issues in the development of rural tourism. Now, a group of scholars such as Wang Le and Chen Qian advocate that village tourism should be led by the government, tourism enterprises, collective ownership and individual independent development, so as to form the operation and management mode of government + company + farmers, and the Trinity service mode of experience, self-service and networking. It can be seen that with the development of rural tourism with the continuous maturity of the existing tourism development, the rural tourism development model is constantly improving and updating.

Research on the development trend of rural tourism. Guan Meihua and others believe that in recent years, China's leisure agriculture has been blooming everywhere, from point to area, with obvious regional characteristics and multi-mode development. The eastern coast has developed earlier and faster, and the development of tourism and characteristic agriculture has also driven the development of sightseeing agriculture. Like Li Baoyu, Shan Fubin, Cheng Xingya and other scholars, the Rural Revitalization Strategy provides a good development environment and solid policy guarantee for the development of rural tourism. People are willing to pay higher prices for high-quality agricultural and sideline products, experience projects with rich cultural value and unique rural scenery, and their demand for agricultural products and services is also quiet, change to comprehensive needs such as rural vacation and agricultural cultural experience; They prefer destinations with good ecological environment, profound cultural heritage and prominent characteristics. Ye Ying and others believe that with the upgrading of information technology, tourists holding electronic intelligent terminals can now connect to the wireless network at any time and share the tourism experience in real time. Overall, rural tourism has a strong development momentum, plays an increasingly important role and influence in society, economy and culture, and the relevant research is becoming more and more mature. The research on the development trend, consumption, marketing and development mode of rural tourism is becoming more and more important. How to further develop rural tourism under the background of new consumption has become an important issue.

3.2. New Media Research

Introduction to new media. The term "new media" was first put forward by P. Goldmark of the Technology Research Institute of Columbia radio and television network in 1967. He believes that the so-called new media refers to the media different from the traditional paper media.

This media relies on the current high and new technology and transmits through images, sounds and pictures. As a strict thing in the social era, new media is relative to newspapers and periodicals for the old media such as, television and radio, it has the characteristics of larger amount of information, more convenience, more timeliness, low cost, fragmentation and personalization. It has a wide audience. In June 2019, China had 1.134 billion internet users. There were more than 648 million short video users, and the vlog user model is expected to reach 249 million. Technological progress has led to changes in the platform and content forms for consumers to obtain information Reform has provided a basic driving force for the development of the online advertising market. In 2018, the scale of the online advertising market reached 484.4 billion yuan, accounting for 74.2% of the advertising revenue of the six major media. The gradual sinking and penetration of the mobile Internet has brought incremental market dividends, and the user scale of social networks and short video platforms has continued to grow. Social network advertising and short video advertising developed rapidly in 2018, and the market scale is expected to be in 2021 For the development of new media, we should pay close attention to four key elements, namely "content is the foundation, technology is the support, data is the driving and users are the center".

General situation of new media research and practice at home and abroad. At present, new media is a hot issue at home and abroad. In terms of theoretical research, in addition to its information dissemination and functional application, foreign scholars also pay attention to the product development, risk control, impact and business model of new media companies, but there are still limitations in the basic theory of new media, such as the connotation and boundary are not unified and clear. In terms of practical exploration, western developed countries continue to infiltrate their own culture into other countries. At the same time, with the help of technology and capital, they carry out a wider global layout of the media industry, laying a solid foundation for leading the new model of media development. Compared with foreign countries, the theoretical research and practice of new media in China started late. At present, under the guidance of the "cultural power" strategy, new media, as the backbone of cultural communication, must look at the development process of foreign new media from a dialectical perspective, learn from foreign advanced experience, and continuously promote the construction and improvement of China's new media system in combination with its own development characteristics and reality.

Research on the development of foreign new media. Looking at the development process of foreign new media, we can see that new media is one of the typical fields of "practice produces true knowledge", that is, the field of practical exploration and then developing theoretical system. At present, on the whole, foreign new media show The development status of "ten thousand media and one new". While traditional media have entered the transition period, social software, online video, mobile live broadcast and other emerging media and cutting-edge media are rising rapidly. On the one hand, the continuous emergence of new technologies such as virtual reality and artificial intelligence provides conditions for the transformation and upgrading of traditional media and the birth of new media formats. For example, Facebook acquired oculus and took the lead in the development of VR technology. On the other hand, the continuous input of capital blood has added impetus to the development of emerging media and cutting-edge media. Traditional media acquire new media, transform, integrate and innovate, maximize the "value-added" of content and expand its influence; New media investment in traditional media can give full play to the "great" role of capital and realize long-term development with the help of traditional media. By analyzing the development process and business model of foreign new media, we can see that the development trend of foreign new media is mainly reflected in three aspects. First, in terms of profit model, the model of charging service fee is still under exploration. Second, in terms of focus, new media is facing three changes ", namely, the change of user demand, the change of media form and the"

transformation "of participant role. Third, in terms of business model, diversified media integration has become an inevitable choice.

Research on the development of new media in China. In recent years, with the iterative development of new technology, the research on new media in domestic academic circles has gradually shown a trend of letting a hundred flowers bloom. The research object of new media in China involves various fields, the research vision is further expanded, and the academic research as a whole presents the characteristics of network and refinement. However, at present, China's new media research mostly focuses on the practical level of new media communication, and the theoretical research is still insufficient. In the research of new media communication forms, the rapid development of short video provides a research object for the academic community. Nowadays, user attention has increasingly become a scarce resource. Obtaining user attention and maintaining stickiness in a short time has become the core of competition, and short video can become the current mainstream communication form with its unique performance. Tiktok, small volcano and other video applications appear to fit the needs of users in the new environment, and the downloads are rising day by day. But so far, most of the scholars' research on short video is still in the description stage of its characteristics and development status. With the development of information dissemination platform, information dissemination of micro public welfare activities has gradually been favored by scholars. Some scholars have studied the dynamic mechanism of individual donation behavior in new media. Through the sympathy theory of emotional sociology, they have developed an emotional dynamic model in new media charity behavior: empathy trust sympathy charity behavior.

Domestic new media marketing research. Domestic research on new media marketing is also very enthusiastic. In the article "Research on new media strategy based on the information age", Wang Yahan pointed out that new media marketing should match the strategic planning of enterprises and can match each other. New media marketing should cooperate and support with the traditional media marketing of enterprises, and form a unified whole. This is a successful enterprise marketing. Wang Xiaohui summarized the new media marketing strategy of FMCG in the research on new media marketing of FMCG - Taking Crest's marketing as an example: first, create your own marketing plan; 2, Establish official website, effective marketing and public relations; 3, Social networks become marketing platforms; 4, Start search engine marketing; 5, Pay attention to multi-channel integrated marketing. Ma Haiyan believes that the dissemination of new media can improve the brand image of tourism services, monitor the tourism market and clarify the audience. She said that intelligent terminal device service is becoming a new trend, and can actively find the needs of tourism consumers and provide tourism consumers with a more convenient and high-quality tourism marketing strategy. In addition to clarifying the audience, Han Xiao believes that new media has fundamentally realized global information coverage and provided a two-way communication channel for the subject and object of marketing. Marketing is originally a two-way process. Compared with traditional marketing, it breaks through the constraints of time and space. In the early stage of marketing, it can release information and comprehensively collect data, so that it can carry out personalized marketing according to different groups of people and better meet the needs of different tourists.

4. Research on New Characteristics and Trends of Consumption

The report of the 19th National Congress of the Communist Party of China put forward the grand blueprint for China to realize by the middle of this century, which determines that the overall consumption level of the people will continue to rise, which is the background of new consumption and medium and high-end consumption in China. Socialism with Chinese characteristics has entered a new era. The main social contradiction in China has been

transformed into the contradiction between the people's growing needs for a better life and unbalanced and insufficient development. Zou Hong, Peng Zhengcheng and other scholars believe that, specifically in the field of consumption, the contradiction between the need for a better life in the new era and "unbalanced and insufficient development" is mainly manifested in that the people not only put forward higher requirements for basic consumption needs, but also have increasing demand for consumption system, consumption experience and consumption environment, such as the right to know in the process of consumption Sense of gain, security, etc; It not only has higher requirements for the quantity of demand, but also pays more attention to the quality of demand.

Housing economy and lonely economy. As a result of the development of the Internet, "house economy" has become a dark horse taking off in the adverse economic environment in 2009. The word house economy originated from Japan and is an economic activity focusing on the cultural industries such as games and animation. In a broad sense, "housing economy" is essentially a remote service model driven by telecommunications and the Internet. This service model not only provides people with convenient consumption conditions, but also allows them to work, start a business and make money at home relying on the Internet. Ideally, people don't need to go out. This sudden epidemic has also been verified to some extent. The situation forced by reality may also be an opportunity. Since the outbreak of the epidemic, four major industries such as online medical treatment, online entertainment, online education and fresh e-commerce have bucked the trend, and the search heat has exceeded 100% month on month. Offline enterprises have switched to online "cloud business" in order to expand market space and reduce or eliminate losses caused by the epidemic. Li Wenming mentioned in the development of the housing economy and the strategy of introducing China that "the housing economy will penetrate into the public. Although it cannot replace the entity purchase as the dominant consumption mode at present, as a development trend, it will have a positive impact on the economic life of consumers in a gradual way." loneliness is not equal to housing. In the lonely economy, Hu Jian mentioned that more and more young people are willing to "walk alone", live together "and enjoy themselves", and do not want to be disturbed, which not only highlights their own personality, but also retains a more private space for personal activities. Active loneliness is becoming more and more popular and popular. "According to China's national statistics, the marriage rate in Shanghai is only 4.4% 0. The atlas of China's empty nest youth released by Alibaba in 2017 also shows that China's" empty nest youth "group has exceeded half a billion, and most of them are distributed in high paid occupations." lonely economy "is not limited to empty nest youth, but singles are more prone to loneliness, and lonely time has become the biggest competition in the market.

Research on the background of new consumption. For the new consumption era, scholars at home and abroad have not formed a systematic and effective research at present. It is mentioned in the feature topic that new consumption takes consumers as the core, aims to meet consumer needs, reconstructs the relationship between consumers and businesses, and realizes the overall factor upgrading of business format. Information technology has been widely used, mobile communication technology has been widely popularized, the people's consumption demand, consumption habits, consumption ability, consumption mode and consumption process are constantly 1 being transformed and reshaped, and a variety of business formats such as cross-border consumption, online and offline consumption and experience sharing consumption are rising. Under such a new consumption background, the research on the new characteristics and trends of consumption is becoming more and more enthusiastic. Sociologist Baudrillard published consumer society in 1958. The book describes people's consumption of things, which is essentially the symbolic meaning carried by consumer things. As Hu Haipeng said, "individual socialization starts with a new" subject consciousness of consumption freedom ". Hu Haipeng believes that we consume not because of needs, but to

make us different from others. This leads us to define ourselves in consumer goods at the same time. As a result, the competition of "life taste" becomes the competition of individual style and social status.

Summary of new consumption characteristics and trends. The new consumption characteristics are summarized as follows: first, pay attention to the quality of life. People are no longer limited to the demand for single products and services, but pay more attention to the diversified, multi-layered, and diversified demand for products and services. Second, be optimistic about consumerism, dare to take risks, pursue personalization and differentiation, and pay more attention to happiness, comfort and enjoyment for consumption purposes. Third, pursue fashion and leisure, pay attention to interactive experience consumption, personalized limited consumption and self-online shopping consumption; fourth, pursue high-tech, high-level, high-efficiency and high-quality consumption. Fifth, pay attention to the diversification, internationalization, personalization and fitness of consumption. The new middle class and new consumption trends include "digital singles", "small interests", "Art Museum era "Lightweight sense of daily life ", " new intelligent aesthetics ", " IP sustainability " " Chen Wenling, chief economist of China Center for international economic exchanges, said that people's growing need for a better life is and will continue to trigger a revolutionary evolution of consumption patterns. New consumption and medium and high-end consumption will show ten trend characteristics and gradually become the mainstream consumption style. Trend characteristics such as explosive and geometric rapid growth of online consumption and experience Consumption will become a consumption trend; intelligent consumption will become a new consumer demand preference; shared consumption will become a new space to make full use of stock resources to create Star increasing resources to meet consumers' more diverse needs; cultural consumption will become an impulsive and lasting consumption to improve national quality and cultural self-confidence; customized consumption will become an embodiment of consumers' consumption character and personalized needs Seeking ubiquitous consumer demand, etc.

The upgrading of China's industrial structure, the continuous improvement of residents' income level and the rapid development of modern science and technology have become the main driving forces to promote the emergence and development of new consumption formats and models. The new consumption represented by service consumption, information consumption, green consumption, fashion consumption, quality consumption and rural consumption reflects the new characteristics of China's consumption development. Consumption upgrading is counterproductive It reflects the residents' progress from a lower quality of life standard to a higher quality of life standard. It is a process in which the consumption demand of mainstream commodities changes from low-level to high-level, and the consumption structure is gradually optimized with the progress of the times.



Fig 1. Agricultural products trade fair

5. Research on New Media of Rural Tourism

Foreign research on rural tourism new media marketing. The rise, maturity and popularization of the Internet first occurred in western countries. At the same time, the combination of this technology and rural tourism marketing also began abroad. WC Gartner proposed that due to the mixed introduction of promotion and marketing management, the integrated marketing model of new media is often used in tourism websites. Taking the film as an example, Beeton pointed out the importance of new media publicity for rural tourism. However, if the image of media publicity is inconsistent with the actual tourism guidance, it may cause the tourism destination to lose some promotion opportunities, and even have a negative impact on the image of rural tourism. If it is serious, it will cause social public opinion. Jenkins proposed that the integration of various information and media resources tends to develop in the field of digital new media. Domestic research on rural tourism new media. In China, many scholars have also studied the new media of rural tourism, most of which have analyzed the new media marketing model of rural tourism and put forward corresponding strategies, but the current academic research is relatively immature. With the advent of the Internet era, new media are constantly changing different industries. Similarly, new media promote the formation of new forms of rural tourism, bring unlimited business opportunities to rural tourism, solve problems in the tourism process for consumers, and promote the transformation of rural tourism to networking, mathematics, intelligence and leisure. Chen Ning, research on the construction of rural tourism e-commerce system under the background of "Internet +" Summarize the relationship between new media and rural tourism. New media promote new consumption of rural tourism. First, the rural tourism consumption platform derived from the new media platform is convenient for tourists to book, share and ask questions. At the same time, it cooperates with third-party payment. New media increases the online income of rural tourism, and new consumption forms are generated, which can be provided to tourists more quickly and conveniently. Second, new media promotes the development of new models of rural tourism. New media platforms are developing rapidly. Wechat, microblog and other we media are irresistible. Everyone can spread rural tourism information through these carriers, constantly attract potential consumers, accumulate loyal users, build a good reputation among users, form a promotion platform, and explore a new tourism model through an interactive platform. Third, the new media changes the closed and non-circulating state of rural information. Backward and closed villages are connecting with the world through the role of new media, seeking opportunities for rural natural and cultural resources, making the new media platform a bridge between tourists and rural tourism, increasing the number of consumers on the new media e-commerce platform, collecting new rural tourism suggestions and launching new tourism products on the one hand, and publicizing rural tourism information to attract consumers on the other hand.

New media should be applied to rural tourism. The application of new media makes the publicity coverage of rural tourism wider, the audience younger, the interaction timelier and the cost lower, which has an important role and impact on rural tourism. The new media platform provides a trading platform and personalized services for rural tourism, basically including sorting out information, publishing information, online inquiry, online marketing, online payment, express delivery, after-sales service, data collection and other steps; New media promotes the development of rural e-commerce. With the advent of the Internet era, both information push and marketing models have changed from traditional models to new development models. Rural e-commerce can integrate service networks such as major new media platforms, provide all kinds of production, supply and demand, sales and other supply chains and additional services, and provide targeted products and services for consumers, Provide consumers with an open communication platform.

Li Zhen pointed out that one of the important factors affecting the development of China's cultural tourism industry is the continuous change of people's consumption consciousness and the continuous improvement of consumption ability in the new era. Tourism has become a part of people's daily consumption. To sum up, rural tourism research is numerous and relatively mature, and its development momentum is strong, but the development of rural tourism new media marketing is not mature. Under the background of new consumption, the development of rural tourism in China is greatly affected by consumers' consumption concept, consumption ability, consumption demand and consumption mode. Therefore, the development of rural tourism needs to adapt to the background of new consumption, combined with the background of new consumption in the new era and the consumption demand and characteristics of consumers under the background, Using new media for rural tourism marketing can better comply with the development trend of tourism industry under the new consumption background, integrate all rural resources for offline promotion, develop a new marketing model, promote the reconstruction of rural tourism model, and promote the development of rural tourism in the new era.



Fig 2. Collection of tea garden material

6. Current Problems

Nowadays, under the deployment of the Rural Revitalization Strategy, the rural tourism industry is booming, but there can be differences in the development level between urban and rural areas in China. The acceptance of new media live broadcasting marketing needs to be further improved. For the goal of integrating resources to the rapid development of rural tourism industry, it also needs the joint efforts of relevant departments and all sectors of society. At present, the development trend of live broadcast marketing is rapid, but the geographical distribution is not balanced. The development in areas with high economic level is more mature. Compared with the backward central and western regions, the development of the project still has a lot of room for improvement. Secondly, under the influence of the epidemic, more and more live broadcasting marketing appear. As a result, the market is booming, and the quality and supply cannot keep up with the rapid development. The low threshold of market access makes the real transaction of agricultural products covered up by the halo of gorgeous products. Therefore, improving the popularity of related products is also an important task of development.

7. Suggestion

From the study of rural tourism new media marketing strategy under the background of new consumption, due to the large gap between urban and rural development, live broadcasting marketing should focus on the urban market, observe the requirements and needs of urban residents for farm products, and implement live broadcasting marketing, so as to achieve the sales purpose. At the same time, we should also seize people's interest in rural live broadcasting marketing, improve the length of residents watching live broadcasting, and better conduct marketing. In addition, we should not only talk about the advantages of products, but also show them in kind and let people know how products come from nothing and into people's hands.

8. Summary

This project takes the local countryside of Guilin as an example, based on the combination of literature research, questionnaire survey, statistical analysis, field survey and other methods. Through new consumption demand, build a model of new media interaction and consumer consumption intention, to understand the impact of new media application on consumer consumption, and then analyze the influencing factors and mechanism of new media marketing in rural tourism destinations, so as to provide decision-making basis and reference for relevant governments and business entities in rural tourism destinations to make effective precision marketing.

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