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Exploring the Consumers' Surfing Entertainment-
For Example the Period of The Epidemic

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Abstract

In the age of advanced information, people cannot divorce their lives from the use of technological products, such as mobile phones. However, because of the convenience of technological tools, people generally go online for various reasons: work, leisure, entertainment, etc.

Since 2020, due to the Covid-19 outbreak, the all of the world has to faced that situations where it is let people necessary to stay at home and not go out. Therefore, surfing the Internet has become a very common leisure and entertainment, during the epidemic period.

This study will be understanding that people use the Internet platforms, which is considered leisure and entertainment on the Internet. Is this frequency of use frequent during the epidemic?

Results reported that the people use online platform for once on three days, they have the lower sense of perceived with being happy using the platform.

Keywords: entertainment, Internet platforms

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Background

People have different desires to use the Internet. Some people, use the Internet is necessary, such as: for work. For some people, use the Internet is not necessary, such as: to pass the time.

Because of this, Dhir and Tsai (2017) and Cheung et al., (2011) research to investigate refers Facebook, argued that the intensity of Facebook use is motivated by following gratifications: entertainment, exposure, escape, information seeking and social influence. Beside, based on mobile social networks illustrated that user behavior is directed by different types of gratification such as, cognitive gratification, affective gratification, tension-released gratification and social gratification (Gan et al., 2017).

Thus, especially during the epidemic period, many people stay at home; at this time, Internet use has become much more frequently.

Methods

The frequency of surfing the Internet platform during the epidemic, the groups were dived five groups: everyday, once by two days, once by three days, once by a week, less than once a week. And the named as code name as following Table 1:

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Table 1 The surfing the Internet platform group named

surfing the Internet platform during the epidemic	named as code name
everyday	Group 1
once by two days	Group 2
once by three days	Group 3
once by a week	Group 4
less than once a week	Group 5

This study used and reference the study by Chou and Wang (2020) 's questionnaire items, and adopt the Multidimensional Scaling technique to analysis the different frequent by consumers use the online and their use the aims.

1. Using the online shopping platform makes me feel happy during the shopping process.
2. Using the online shopping platform, during the shopping process, can let me relax.
3. I find it interesting to use the online shopping platform.
4. I enjoy shopping using online shopping platforms.
5. Using online shopping platform to shop, you can pass the boring time.
6. Using online shopping platforms to shop can meet entertainment needs.

Analysis Results

As shown in Figure 1, the Group 2 and Group 1 two groups were fall in the same quadrant. In this quadrant, the entertainment 1、entertainment 3、entertainment 4, and entertainment5, they were closely the Group 2 and Group 1 group. That shown these two middle-aged groups use the online platform were feeling happy, feeling interesting, enjoy the shopping, and passed the boring time.

And also shown in the Figure 1, the distance most far from Group 3 to the entertainment 1; the Group 4 to the entertainment 6, too. That means the people use

online platform for once on three days, they have the lower sense of perceived with being happy using the platform. And the people use online platform for less than once a week, they have the lower meet entertainment needs to using the platform.
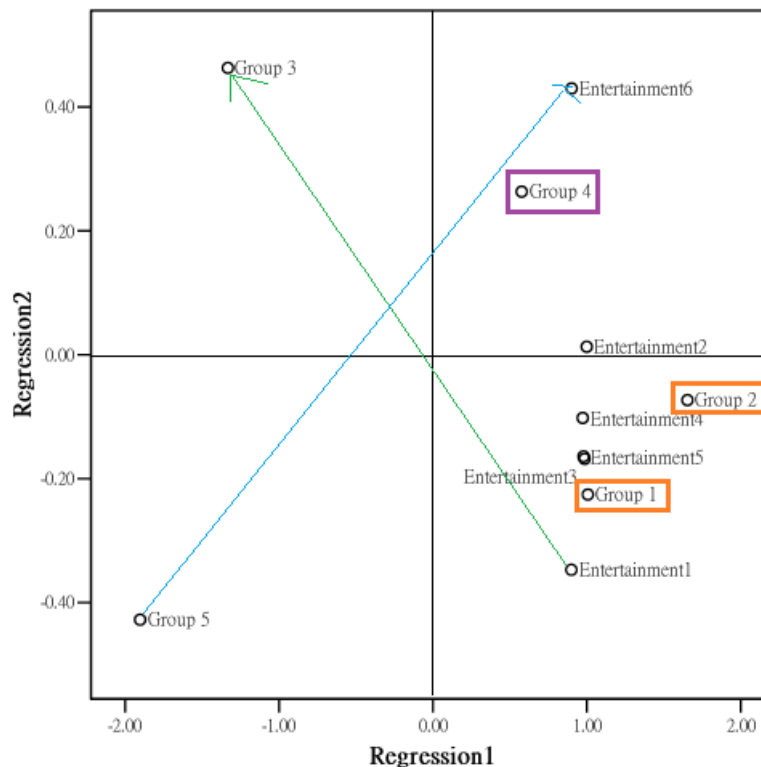

Figure 1   Entertainments and frequency of surfing the Internet platform during the epidemic

Conclusion

This study shown that two middle-aged groups use the online platform were feeling happy, feeling interesting, enjoy the shopping, and passed the boring time. That provide the Internet platform operators can focus on the main focus of the online platform and aim to provide more products or services to the middle-aged people so that they can buy more.

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