

Title	Empirical Study on the Purchase Intention of Xiaomi Group in the Context of the Internet of Things
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Abstract

The objectives of this research were: 1) to study the factors affecting consumers' willingness to purchase can clarify the actual needs of consumers, 2) to study the factors influencing consumers' purchase intention in the context of the Internet of Things can clarify the actual needs of consumers. The qualitative approach is applied using secondary data available and in-depth interviews with 30 people, divided into two types: structured interviews (10 interviewers) and unstructured interviews (20 interviewers). The data collection approach included purposeful sampling and semi-structured interviews with open-ended questions. The data analysis is grounded in theory and content analysis of the influencing factors of Xiaomi Group.

The research results revealed that 1) Xiaomi hardware IOT has a positive influence on Internet service and new retail business, and has a positive influence on consumers' willingness to purchase 2) Internet service has a positive influence on consumers' willingness to purchase, and new retail business has a positive influence on consumers' willingness to purchase. Thus, Internet service has a positive influence on consumers' willingness to purchase, and new retail business has a positive influence on consumers' willingness to purchase. The proposed hypotheses Finally, several countermeasures are proposed based on the empirical results. It is expected that the analysis of this paper can provide reference and reference for Xiaomi Group to better meet the needs of consumers to stimulate consumers' purchase intention further.

Keywords: Internet of Things, Xiaomi Group, consumer purchase intention

