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Influencing Factors Analysis on Advertising Effectiveness of News feeds Ads (Full Paper)

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ABSTRACT

News feeds ads has become one of the mainstream mobile ads. However, there are also a series of problems behind the success of feeds ads: inaccurate recommendations, information security issues, and so on. This paper studies the influencing factors of advertising marketing effect of information flow, and puts forward corresponding suggestions, which has important guiding value for enterprise marketing under the age of big data. This research uses news feeds ads as the object, adopts literature research methods, questionnaire analysis methods, etc. Through combing related documents, we have selected three evaluation indicators: advertising cognition, advertising attitude and advertising sales. In terms of aspects and advertisements, there are seven factors influencing the reliability of the platform, the popularity of the platform, the familiarity of consumer brands, the degree of consumer participation, the degree of consumer rejection of advertisements, advertising creativity and performance, and the targeting of advertisements. Put forward relevant hypotheses and verify the sample data through SPSS to draw relevant conclusions. The research shows that the reliability of the platform, the sensitivity of consumers to advertising, the familiarity of consumer brands, the degree of consumer participation, and the creative and targeted advertising all have a positive impact on the effectiveness of advertising. Based on the above conclusions, the author is the enterprise information. Streaming ads have made some targeted recommendations.

Keywords: News feeds Ads, influencing factors, advertising effectiveness.

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INTRODUCTION

With the rapid development of Internet technology and mobile Internet, and the increasing popularizing rate of smart phones, the number of mobile phone users in China is also continuing to expand. According to the report of the 41st China Internet Network Development Statistics, issued by CNNIC, as of December 2017, the total number of Internet users in China had reached 751 million, with a penetration rate of 55.8 percent, and the mobile phone users accounted for 97.5 percent. The proportion of mobile phone using continues to rise, the dominant position of mobile Internet is continuously strengthened, the Internet business model is constantly innovating, mobile advertising has become a crucial form of online advertising.

With the development of network technology, the speed of information communication is accelerated. With the increasing amount of information received by consumers, the autonomy and individuation of consumers are enlarged infinitely. The traditional advertising form can no longer meet the increasing demands of consumers, and its marketing effect is becoming worse. For example, nowadays the click rate of banner ads has fallen to less than 1% (including user misclicking). Users' growing aversion to traditional online advertising forms such as video pre-movie adverts and screen ads, which has disrupted the user's experience of using the site and not achieved the marketing results that ads want. Under such changes, how to accurately grasp the needs of consumers, excavate consumer pain points, find potential consumers, and realize precision marketing has become one of the severe challenges of companies today.

Nowadays, with big data and cloud computing technology maturing day by day, people have powerful data collection, storage and processing ability, and the dissemination of Internet information is more intelligent and personalized. Social media not only collects massive personal information of users, but also calculates, analyzes the information and combines with the interests and needs of users, and provides a more accurate and personalized advertising information push service for consumers. News feeds ads was developed and quickly became one of the mainstream mobile ads. Under the premise of giving full play to the commercial value of social media, the news feeds ads uses video, picture, hyperlink and other forms to accurately convey the advertising information to potential consumers, so as to achieve the purpose of attracting users to buy.

Specifically, Compared with traditional online ads, news feeds ads has the following three advantages:

(1) For the platform, news feeds ads is not forced to insert ads when users browse or operate, which can balance business income and user experience.

(2) For advertisers, news feeds ads can combine content with ads better. At the right time, they can be presented in the information that users are browsing, and good news feeds ads can allow users to spontaneously carry out secondary dissemination according to the characteristics of the platform, such as forwarding on Weibo, WeChat and so on.

(3) The traditional online advertising is that customers set time for the resource providers to place ads. While through big data and cloud computing technology to analyze a large number of user information, and the programmed buy, news feeds ads display the right ads to the right people at the right time and the right scene, whose delivery is more accurate.

In 2006, news feeds ads began appearing on social giant Facebook. Then foreign social media, such as Twitter, Instagram, began to adopt this new advertising form. In China, in 2013, QQ Space, Weibo, TouTiao and other media platforms gradually began to use news feeds ads and developed into one of the important ways of social media to monetize its traffic, and becomes the main source of social media mobile advertising revenue. WeChat, the most popular social networking app in China, also launched its first batch of news feeds ads in its circle of friends in January 2015. BMW China, Coca Cola, Vivo and so on are the first advertising providers of news feeds ads. The exposure rate of as many as 100 million times and the click rate of tens of millions of times make this new advertising form begin to attract attention from all walks of life. Baidu, which is dominated by search engine ads, began accessing news feeds ads in June 2016 in places such as Baidu's browser and its mobile phone's App home page.

It can be seen that news feeds ads is moving into people's life. So it is very important to study the influencing factors of its marketing effect.

With the advent of the mobile Internet era and the individualized development of consumer demand, enterprises should follow the trend, firmly grasp the "user-centered" marketing concept, rely on social media, such as Weibo, WeChat, to make full use of the characteristics of news feeds ads and constantly enrich the form of promotion of innovative products. Although there are different attitudes towards news feeds ads, it has to be admitted that news feeds ads can meet the individual needs of users more than traditional ads, and get a higher click rate and attention under the limited advertising expenses of advertisers.

This paper discusses the influencing factors on advertising effectiveness of news feeds ads, and chooses advertising cognition, advertising psychology and advertising sales as the evaluation index of this study. This paper also verifies and analyzes the influencing factors of marketing effect, and puts forward reasonable suggestions to enterprises and platforms according to the influence degree of different factors, which provides practical guidance for the marketing of enterprises.

THEORETICAL BASIS

The Concept of News Feeds Ads

Generally speaking, news feeds ads is a kind of native advertising, which is presented in a very natural way in the information that the user is reading or browsing, is similar to the friends' news feed with a high user rate. This kind of advertisement not only reduces the user's rejection psychology to a certain extent, but also reduces the interference to the user, and improves the user's experience of using the platform.

Relying on massive user data and information flow ecosystems, according to the needs of advertisers, news feeds ads can provide hundreds or even thousands of labels to subdivide and label users. The most commonly used and most direct indicators are geographic, gender, age, equipment, friendships, interest maps, etc. Where users often log in can determine the resident area, and even identify the occupation. Advertisers can choose according to the region when they place their advertisements. For example, if I have a real estate in Wuhan, I can choose Wuhan users to advertise. If I have a restaurant in Hongshan, I can choose the landing place to launch for the users of Hongshan. Gender and age are generally inferred from the user's profile or from the content of interest that the user normally searches for, thereby dividing the users. A person's purchasing power can be inferred from the price of a mobile phone. Friendships are also relatively simple. If a person's friend list is mostly rich, he is more likely to be rich. The map of interests infers the interests of users based on what they often search for. If a person often searches for something related to eating, the person is likely to be a gourmet who can be advertised for the relevant restaurant. If a person often searches for matching clothes, you can put in clothing advertisements, etc. According to different labels, selecting different target audience to push different advertising information can achieve the differentiated advertising putting, accurately position the audience and help enterprises to obtain more potential customers.

Moreover, news feeds ads can accurately capture the user's intentions from the user's daily data. Combining the interest and demand of the user, the advertisement can effectively reduce the interference to users, reduce the user's antipathy to the advertisement, and present the advertisement to the target audience. A good advertising or activity planning can also stimulate the initiative of users to actively urge users to forward advertisements or share them with friends and relatives.

Taking QQZone's news feeds ads as an example, the ads in Zone is very similar to friend trends. There are brand image and brand name, Different from friends' trends is only the two words "ad" in the upper right corner. If you want to share the advertisement with your friends, click on these two words, you can share the advertisement with QQ friends, Weixin friends, you can also directly share with Weixin friends circle. As for the promotion of the application, you can directly click on the image below the "download XX" to download the corresponding APP. The ads about activities can also be clicked directly below to "participate in activities" to participate in the activities organized by the enterprise. If you want to know more about the content of the advertisement, you can also click on the link below to see the details. If you don't like this kind of advertisement, you can choose to block it and choose the reason. Through these methods, the system can better understand consumers' behavior preferences and recommend suitable advertisements for users. In addition, if you need to promote, you

can click on the drop-down menu bar "I want to promote". Then you can jump to Tencent social advertising related introduction, click immediately to register, get advertising account, you can put in the corresponding advertising, which is easy to use.

Explanation of Advertising Effect

The Concept of Advertising Effect

Advertising effect refers to the social impact and effect of advertising information transmitted through advertising media. Generally speaking, this kind of influence and effect includes two aspects: communicating effect and marketing effect. The research and measurement of these two kinds of advertising effects can help enterprises to calculate whether every dollar spent on advertising is worth, and it is helpful for enterprises to make more effective advertising plans.

The narrow advertising effect refers to the direct economic benefits obtained through advertising, and generally refers to the increase in sales brought about by advertising. Broad sense of advertising effect refers to the realization degree of the purpose of advertising activities, and refers to the sum of direct or indirect changes caused by advertising in the process of communication, including economic, psychological and social benefits.

The Measurement of Advertising Effect

Advertising effect measurement refers to identify the benefits of advertising by scientific methods. The main methods include experimental analysis, questionnaire analysis, product sales effect analysis, market share analysis and so on. Among them, the experimental analysis method and the questionnaire measurement method are commonly used to measure the advertising effect from the perspective of consumers.

Considering the research content of the topic and the actual situation of the author, this paper chooses the questionnaire method to measure the advertising effect. The influencing factors and evaluation indexes of advertising effect are designed in the questionnaire to investigate the response of consumers to news feeds ads.

DESIGN OF RESEARCH APPROACH

Selection of Evaluation Indexes for the Effect of News Feeds Ads

According to the content and the influence range of advertisement, the advertising effect can be divided into three parts: communicating effect, economic effect and social effect. The communicating effect is the effect of advertising itself or the psychological effect on consumers. It generally refers to the impression of the advertising audience and the psychological changes caused by the advertisement, which is the core of the advertising effect. The economic effect of advertising mainly refers to the effect of advertising sales, which is the most basic and important effect of advertising activities, and is also the main basis for evaluating the advertising effect. Advertising social effect, also known as the reception advertising effect, refers to the role of advertising in the economic and cultural aspects of the whole society, value orientation.

After transmitting advertising information to the audience, consumers will have various psychological effects and behavioral responses. According to the degree of influence and the form of expression, advertising effect can be divided into the reaching effect, the cognition effect, the psychological change effect and action effect. The reaching effect mainly refers to the contact effect between advertising media and consumers. The cognition effect refers to the degree of consumer's attention and memory to advertising information. The psychological change effect refers to through the advertisement contact and the cognition, good feeling of advertisement goods or the service caused by the advertisement influence as well as the consumption desire change degree. The action effect refers to an act taken by a consumer to purchase a good, accept a service, or influence an advertisement's appeal caused by the advertisement.

Above all, Considering the high contact rate of news feeds ads itself, that is to say, with a very good reaching effect, so this paper selects the advertising cognitive effect, advertising psychological effect and advertising sales effect as the evaluation index.

Selection of Influence Factors for the Effect of News Feeds Ads

There are many factors that influence the effect of advertising, such as, platform, audience, media, and information. The interaction between the elements is also very complex. Therefore, when scholars study the influencing factors of advertising effect, they usually begin to study the purpose, and select a few factors to analyze. After studying the advertising model of new media (Mainly refers to online advertising), ShellyRodger and EstherThorson put forward the interactive advertising model. They pointed out that the factors that influence the effect of online advertising are divided into two parts: consumer factor and advertising factor. In addition, unlike the traditional network advertising model, feeds ad is a kind of advertising mode based on big data's accurate recommendation and spontaneous secondary transmission. Therefore, the advertising platform has also become one of the important factors affecting its advertising effect.

By arranging the existing literature on news feeds ads, from platform, consumer and ads aspects, this paper concludes the following 7 factors: reliability of the platform, the popularity of the platform, the brand familiarity of the consumer, the degree of consumer participation, consumer rejection of advertising, advertising creativity and performance, targeted advertising.

Platform

(1) Reliability of the platform

By arranging the existing research in China, it is found that the click rate of online advertising is closely related to the reliability of the platform, and a more credible media platform will make consumers have a more positive understanding of the information transmitted on it. Consumers are more likely to point to advertising information of more reliable websites or APP.

(2) Popularity of the platform

Traditional advertising studies have shown that advertising on media platforms with higher popularity produces better effects. For example, advertising on CCTV can raise awareness of advertising brands faster than local TV stations. A good platform can produce positive advertising effects, and the higher the popularity of the platform, the easier it is for consumers to have a positive understanding of the brand awareness in advertising.

Consumer

(1) The brand familiarity of the consumer

The brand familiarity of the consumer refers to the degree of familiarity with the brand, which is generally positively correlated with the number of times consumers contact the brand. Consumers have instinctive fear for unfamiliar brands and instinctive affinity for familiar brands. The study of Nathalie Dens, et al (2012) showed that consumers are more likely to remember familiar brands in advertising and develop positive attitudes.

(2) The degree of consumer participation

Common news feeds ads in life appear on social media such as Weibo, WeChat QQ and so on. Information on these social media is easy to share, likes, comments, and so on, and so is feeds ad on these social media. By arranging the literature, it is found that when an advertisement has more comments or likes, it is more likely to attract the attention of consumers, at the same time, it may have a positive impact on advertising cognition and psychology.

(3) Consumer rejection of advertising

Most consumers have natural rejection of advertising. Although the feeds ad greatly reduces the interference to the users of the platform compared with the traditional advertisement, it still inevitably distracts the user from his attention when he reads it. Feeds ad collects user's personal information in order to put it accurately. Users will worry about whether their privacy is leaked while using the platform. Therefore, it may have a negative impact on news feeds ads.

Advertising

(1) Advertising creativity and performance

Advertising is putting information into the minds of consumers and influencing their ideas and behaviour. In order to get information into the minds of consumers, the first thing is to be able to attract the attention of consumers at a glance. In most cases, a feeds ad consists of title and a picture or a short video. A good advertising creative picture, video, or title is more likely to attract consumers' attention and thus have a positive impact on advertising effect.

(2) Targeted advertising

Feeds ad is a kind of advertisement based on big data to carry on accurate put, which has strong pertinence, so it may have a positive effect on the effect of advertising.

Research Hypothesis

The Influence Relation between Platform Aspect and Advertising Effect

The platform aspect includes its degree of reliability and popularity. The research hypothesis is as follows:

Table1 : The influence relation between platform aspect and advertising effect

H1a : There is a positive relationship between platform reliability and advertising cognition.
H1b : There is a positive relationship between platform reliability and advertising psychology.
H1c : There is a positive relationship between platform reliability and advertising marketing.
H2a : There is a positive relationship between platform popularity and advertising cognition.
H2b : There is a positive relationship between platform popularity and advertising psychology.
H2c : There is a positive relationship between platform popularity and advertising marketing.

The Influence Relation between Consumer Aspect and Advertising Effect

The consumer aspect includes its degree of brand familiarity, consumer participation, and consumer rejection. The research hypothesis is as follows:

Table 2 : The influence relation between consumer aspect and advertising effect

H3a : There is a positive relationship between brand familiarity and advertising cognition.
H3b : There is a positive relationship between brand familiarity and advertising psychology.
H3c : There is a positive relationship between brand familiarity and advertising marketing.
H4a : There is a positive relationship between consumer participation and advertising cognition.
H4b : There is a positive relationship between consumer participation and advertising psychology.

H4c : There is a positive relationship between consumer participation and advertising marketing.
H5a : There is a negative relationship between consumer rejection and advertising cognition.
H5b : There is a negative relationship between consumer rejection and advertising psychology.
H5c : There is a negative relationship between consumer rejection and advertising marketing.

The Influence Relation between News Feeds Ads Aspect and Advertising Effect

The consumer aspect includes advertising creativity and performance, and pertinence.

The research hypothesis is as follows:

Table 3 : The influence relation between news feeds ads aspect and advertising effect

H6a : There is a positive relationship between advertising creativity and performance and advertising cognition.
H6b : There is a positive relationship between advertising creativity and performance and advertising psychology.
H6c : There is a positive relationship between advertising creativity and performance and advertising marketing.
H7a : There is a positive relationship between advertising pertinence and advertising cognition.
H7b : There is a positive relationship between advertising pertinence and advertising psychology.
H7c : There is a positive relationship between advertising pertinence and advertising marketing.

Research Questionnaire Design

Considering that most of the people around the author are college students, in the school, all kinds of notices are transmitted through QQ. Therefore, the frequency of daily use of QQ is high. In order to obtain effective sample data, this paper chooses the news feeds ads in QZone as the research object to design the questionnaire. 234 effective questionnaires were collected by "online and offline" questionnaires issuing method. The questionnaire adopted Richter 5 scale point system, designed 10 measure indexes including independent variable and dependent variable.

(1) Independent variable

From platform, consumer and advertisement aspect, this paper concludes the following 7 factors: reliability of the platform, the popularity of the platform, the brand familiarity of the consumer, the degree of consumer participation, consumer rejection of advertising, advertisement creativity and performance, advertisement pertinence. The questionnaire is designed as Table 4.

Table 4 : The questionnaire of independent variable

Variable name	Questions
reliability of the platform	1、 I think QQ is a reliable social media
popularity of the platform	2、 Most of the people around me know QQ
brand familiarity of the consumer	3、 I can often see news feeds ads in QZone
	4、 I have some knowledge of the brand in the advertisement
consumer participation	5、 I often like, comment, or forward ads
	6、 I often click on the "more details" in the ads to see the details.
consumer rejection of advertising	7、 The advertisement in QZone interferes with me.
advertisement creativity and performance	8、 I like the creativity of advertising in QZone.
advertisement pertinence	9、 The information provided by news feeds ads in QZone meets my needs.

(2) Dependent variable

The advertising cognition, advertising psychology and advertising marketing were selected as dependent variables. The questionnaire is designed as Table 5.

Table 5 : The questionnaire of dependent variable

Variable name	Questions
advertising	10、 I can get valuable publicity through advertising

cognition	11, I know or enhance my understanding of the brand in the advertisement through advertising.
advertising psychology	12, I was attracted by the news feeds ads I received, pictures, content, or videos.
	13, I like some sort of feeds ad in QZone.
	14, I think the feeds ad in QZone are reliable.
advertising marketing	15, I'd rather click on ads on QQ than on some small sites.
	16, I've downloaded apps through advertising (Chuchujie , JUMEI , Vipshop , PS Everyday, mobile games) , watched and concerned recommended Video.
	17, I entered to other apps (JingDong, etc.) and bought the product through advertising.

VERIFICATION AND ANALYSIS OF THE FACTORS AFFECTING THE NEWS FEEDS ADS MARKETING EFFECT

Reliability and Validity Testing

Reliability Analysis

Reliability analysis is used to study the reliability and accuracy of quantitative data, especially attitude scale questions. In academia, α coefficients are commonly used to measure. If α coefficient is higher than 0.8, the reliability is high. If it is between 0.7 and 0.8, the reliability is better. If the value is between 0.6 and 0.7, then the reliability is acceptable. If this value is less than 0.6, the reliability is not good. Using SPSS to analyze the reliability of questionnaire data, the reliability coefficient is 0.808. This value is more than 0.8, which shows that the reliability and quality of the research data is higher. The results of the analysis are as Table 6.

Table 6 : Result of reliability analysis

Questionnaire question No.	deleted-items α coefficient	α coefficient
1	0.814	0.808
2	0.813	
3	0.818	
4	0.800	
5	0.802	
6	0.797	
7	0.845	
8	0.779	
9	0.780	
10	0.779	
11	0.782	
12	0.781	
13	0.783	
14	0.795	
15	0.802	
16	0.794	
17	0.796	

For deleted-items α coefficient, the reliability coefficient value was not significantly improved after the deletion of the analytical item, so all the items should be retained, which further shows that the reliability level of the data in this study is high.

Validity Analysis

Validity studies are used to analyze whether the research item is reasonable and significant, and the validity analysis uses the data analysis method of factor analysis to do the research. The KMO value, the communalities, the variance interpretation rate value, the factor loading coefficient value and so on are analyzed synthetically in order to verify the validity level of the data. The KMO value is used to judge the validity, the common degree value is used to eliminate the unreasonable research items, the variance interpretation rate value is used to explain the level of information extraction, and the factor loading coefficient is used to measure the correspondence relationship between the factor and the item.

First, the tests of KMO and Bartlett are given in Table 7.

Table 7 : Result of validity analysis

KMO value		0.834
Bartlett degree of sphericity test	approximate chi-square	730.507
	df	136
	P value	0.000

The table 7 shows that: KMO is 0.834, and over 0.6. So it meet the requirements of factor analysis. Bartlett degree of sphericity test $P=0.000 < 0.05$ also shows that research data is suitable for factor analysis

(1) Independent variable factor analysis

Using SPSS to have factor analysis of independent variable samples, seven principal component factors were extracted. The variance interpretation rates of the seven factors after rotation were 17.518%, 16.188%, 11.975%, 11.955%, 11.457%, 11.202%, 11.126% respectively. Cumulative variance interpretation rate after rotation was 91.421%. The results of the analysis are as Table 8 and Table 9.

Table 8 : Variance interpretation rates of independent variable samples

Factor No.	characteristic root			variance interpretation rate before rotation			variance interpretation rate after rotation		
	characteristic root	variance interpretation rate	Cumulative	characteristic root	variance interpretation rate	Cumulative	characteristic root	variance interpretation rate	Cumulative
1	2.809	31.214	31.214	2.809	31.214	31.214	1.577	17.518	17.518
2	1.523	16.922	48.136	1.523	16.922	48.136	1.457	16.188	33.706
3	1.145	12.726	60.862	1.145	12.726	60.862	1.078	11.975	45.681
4	0.873	9.705	70.567	0.873	9.705	70.567	1.076	11.955	57.636
5	0.755	8.387	78.954	0.755	8.387	78.954	1.031	11.457	69.093
6	0.648	7.199	86.153	0.648	7.199	86.153	1.008	11.202	80.295
7	0.474	5.268	91.421	0.474	5.268	91.421	1.001	11.126	91.421
8	0.399	4.429	95.851	-	-	-	-	-	-
9	0.373	4.149	100	-	-	-	-	-	-

Table 9 : Factor loading coefficient after rotation

Question No.	factor loading coefficient							communalities
	Factor 1	Factor2	Factor3	Factor4	Factor 5	Factor6	Factor7	
1	0.077	0.057	-0.132	0.072	-0.039	0.981	0.054	0.998
2	-0.163	0.064	0.105	0.94	0.062	0.07	0.113	0.947
3	-0.053	0.014	0.059	0.062	0.975	-0.038	0.137	0.981
4	0.18	0.16	-0.069	0.119	0.157	0.06	0.926	0.964
5	0.793	0.134	-0.24	-0.132	-0.183	0.027	0.216	0.803
6	0.863	0.28	0.036	-0.065	0.077	0.08	0.042	0.843
7	-0.108	-0.146	0.941	0.098	0.065	-0.138	-0.069	0.957
8	0.268	0.71	-0.308	0.362	0.081	0.099	-0.046	0.821
9	0.226	0.895	-0.032	-0.078	-0.031	0.018	0.23	0.914

Extraction method: Principal component analysis
(varimax) rotation method: varimax

The above table shows that: all the communalities values of research items are above 0.4, which means that there is a strong correlation between the research items and the factors. This questionnaire concludes the following 7 independent variables: reliability of the platform, the popularity of the platform, the brand familiarity of the consumer, the degree of consumer participation, consumer rejection of advertising, advertisement creativity and performance, advertisement pertinence. Most of the dimensions are the same as the questionnaire. A small number of changes have been made in consumer brand familiarity, advertising creativity and performance, and advertising pertinence. Rename the independent variables according to the title, as shown in Table 10.

Table 10 : Independent variables rename

Variable name	Questions
reliability of the platform	1、 I think QQ is a reliable social media
popularity of the platform	2、 QQMost of the people around me know QQ
Consumer sensitiveness to advertisement	3、 I can often see news feeds ads in QZone
brand familiarity of the consumer	4、 I have some knowledge of the brand in the advertisement
consumer participation	5、 I often like, comment, or forward ads
	6、 I often click on the “more details” in the ads to see the details.
consumer rejection of advertising	7、 The advertisement in QZone interferes with me.
advertisement creativity and pertinence	8、 I like the creativity of advertising in QZone.
	9、 The information provided by news feeds ads in QZone meets my needs.

(2) Dependent variable factor analysis

Using SPSS to have factor analysis of dependent variable samples, three principal component factors were extracted. The variance interpretation rates of the three factors after rotation were 35.224%, 18.009%, 17.474% respectively. Cumulative variance interpretation rate after rotation was 70.707%, as shown in Table 11 and Table 12.

Table 11 : Variance interpretation rates of independent variable samples

Factor No.	characteristic root			variance interpretation rate before rotation			variance interpretation rate after rotation		
	characteristic root	variance interpretation rate	Cumulative	characteristic root	variance interpretation rate	Cumulative	characteristic root	variance interpretation rate	Cumulative
1	3.746	46.824	46.824	3.746	46.824	46.824	2.818	35.224	35.224
2	1.16	14.5	61.324	1.16	14.5	61.324	1.441	18.009	53.233
3	0.751	9.383	70.707	0.751	9.383	70.707	1.398	17.474	70.707
4	0.669	8.36	79.067	-	-	-	-	-	-
5	0.509	6.367	85.434	-	-	-	-	-	-
6	0.477	5.965	91.398	-	-	-	-	-	-
7	0.402	5.027	96.425	-	-	-	-	-	-
8	0.286	3.575	100	-	-	-	-	-	-

Table 12: Factor loading coefficient after rotation

Name	factor loading coefficient			communalities
	Factor 1	Factor2	Factor 3	
Advertisement cognition 1	0.732	0.353	0.212	0.706
Advertisement cognition 2	0.798	0.06	0.21	0.685
Advertisement psychology 1	0.814	0.21	0.163	0.733
Advertisement psychology 2	0.727	-0.013	0.292	0.615
Advertisement psychology 3	0.4	0.702	-0.059	0.657

Advertisement psychology 4	-0.031	0.874	0.148	0.787
Advertisement marketing 1	0.499	0.086	0.621	0.642
Advertisement marketing 2	0.204	0.067	0.887	0.832

The Table 12 shows that: all the communalities values of research items are above 0.4, which means that there is a strong correlation between the research items and the factors. In the matrix, advertisement psychology 1 and advertisement psychology 2 are combined in advertisement cognition. Therefore, according to the specific questions of the questionnaire, the dependent variables of the questionnaire are renamed, as shown in Table 13.

Table 13 : Dependent variables rename

Variable name	Questions
advertising cognition and psychology	10, I can get valuable publicity through advertising
	11, I know or enhance my understanding of the brand in the advertisement through advertising.
	12, I was attracted by the news feeds ads I received, pictures, content, or videos.
	13, I like some sort of feeds ad in QZone.
advertising attitude	14, I think the feeds ad in QZone are reliable.
	15, I'd rather click on ads on QQ than on some small sites.
advertising marketing	16, I've downloaded apps through advertising (Chuchujie ,JUMEI , Vipshop , PS Everyday, mobile games) , watched and concerned recommended Video.
	17, I entered to other apps (JingDong, etc.) and bought the product through advertising.

In summary, the questions set in the questionnaire can basically reflect the situation of each dimension, and the validity of the scale is good.

Correlation Analysis

Correlation analysis is used to determine the linear correlation and the direction of correlation between variables and researches the most common Pearson coefficient, the result is shown in Table 14.

Table 14 : Correlation analysis

No.	10	11	12	13	14	15	16	17
1	0.056	-0.046	0.075	0.05	0.225**	0.244**	-0.079	0.026
2	-0.02	0.035	0.014	-0.011	0.1	0.067	-0.039	-0.121
3	0.034	0.127	-0.026	0.099	0.05	0.305**	0.01	0.019
4	0.219**	0.231**	0.210**	0.244**	0.295**	0.288**	-0.004	0.104
5	0.332**	0.266**	0.285**	0.206**	0.18	0.134	0.106	0.334**
6	0.358**	0.199**	0.292**	0.354**	0.185**	0.289**	0.105	0.306**
7	-0.372**	-0.184**	-0.224**	-0.118	-0.351**	-0.235**	-0.166	-0.181
8	0.575**	0.502**	0.547**	0.542**	0.395**	0.198**	0.419**	0.303**
9	0.670**	0.555**	0.567**	0.508**	0.484**	0.360**	0.379**	0.349**
* p<0.05 ** p<0.01								

The above table shows that: (1) There is a significant positive correlation between "advertising attitude" and "platform reliability". A reliable platform makes it easier for consumers to trust advertising information on the platform. (2) There is no significant correlation between all dependent variables and "visibility of the platform", so there is no significant correlation between advertising effects and the visibility of the platform. (3) There is a significant positive correlation between "advertising attitude" and "consumer sensitivity to advertising". People who are sensitive to information flow advertising are more likely to have a positive advertising attitude. (4) "Advertising cognition and psychology", "advertising attitude" and "consumer brand familiarity" have a significant positive correlation, the more familiar brand advertising is easier to impress consumers. (5) "Advertising cognition and psychology", "advertising attitude", "advertising marketing" and "consumer participation" have significant positive correlation. The higher the consumer participation, the better the advertising effect. (6) There is a significant negative correlation between "advertising cognition and psychology", "advertising attitude" and "consumers' rejection of advertising". The more consumers' psychological rejection of advertising, the worse the effect of advertising. (7) There are significant positive correlations between "advertising cognition and psychology", "advertising

attitude", "advertising sales" and "advertising creativity and pertinence". The better the advertising creativity, the stronger the pertinence, the better the advertising effect.

RESEARCH CONCLUSIONS AND PROSPECTS

Research Conclusions

By using SPSS to analyze the correlation of sample data, it can be found that: There is a significant positive correlation between "advertising cognition and psychology", "consumer brand familiarity", "consumer participation", "advertising creativity and pertinence". There is a significant positive correlation between "Advertising attitude" and "platform reliability", "consumers' sensitivity to advertising", "Consumer brand familiarity", "consumer participation", "advertising creativity and pertinence". "Advertising sales", "Consumer participation", "Advertising creativity and pertinence" have significant positive correlation. There is a significant negative correlation between "advertising cognition and psychology", "advertising attitude" and "consumer rejection".

The model of research conclusions is as Figure 1.

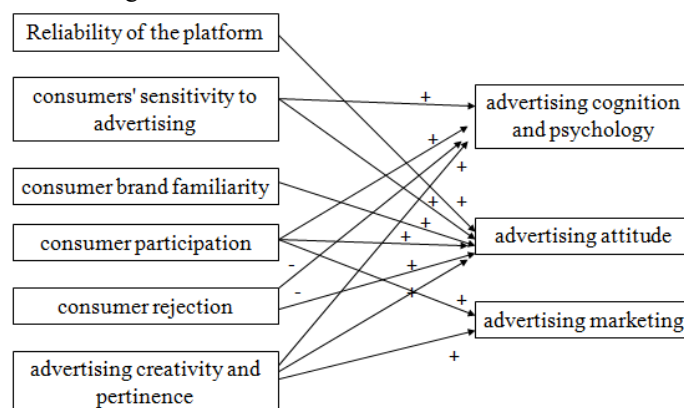


Figure 1 The model of research conclusions

Enlightenment on the Study

Based on the analysis of the above conclusions, this paper puts forward the following suggestions about advertising of enterprise news feeds ads:

(1) Enhance brand awareness

Consumer brand awareness has a positive impact on advertising effect. In the face of increased competition in the market, brand is the consumer's evaluation of the enterprise and its products and services. For example, when people mention Gree, we can think of air conditioners, of Haier, of big household appliances such as refrigerator washing machines, of Jiuyang, of kitchen appliances such as soybean milk machine. Therefore, enterprises should continue to enhance brand construction, improve brand reputation, and highlight their own brands in advertising design and delivery.

(2) Improve advertising interaction

Consumer participation has a positive effect on the effect of advertising. Therefore, when enterprises place information stream advertisements, they can find ways to increase the participation of consumers. For example, they can set up a comment lottery, forward it to friends with good gifts, keep up with hot spots and topics to conduct marketing, and strengthen the links between online and offline, do a good job in the purchase of goods drainage channels and so on.

(3) Improve the pertinence of advertising

Advertising pertinence has a positive effect on advertising effect. However, in the survey, it was found that only 4.27% of the users thought that "the information provided by the news feeds ads meets my needs." It shows that the pertinence of advertisements is relatively weak. Therefore, enterprises can take into account the different needs and interests of each consumer on the basis of existing news feeds ads, and formulate personalized marketing strategies.

(4) Pay attention to the design of advertising content

Advertising creativity has a positive impact on advertising. A good feeds ad should achieve high click rate on the basis of high display. How to increase the click rate is very important to an advertisement. Feeds ad is easy to be ignored by users while reducing user interference. Therefore, when making advertisements, enterprises should fully consider the needs of users, investigate the advertisements that consumers like, and find out the most attractive advertising forms.

Deficiencies in Research

The deficiencies in research include the following:

(1) There are some limitations in the sample, both in geographical distribution and occupation. The sample number is small, and most of the subjects are Wuhan college students.

(2) Influence factors of research are limited. There are many factors that affect advertising, and the relationship between them is very complex. Due to personal energy problems, only a small number of factors can be selected to study.

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