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Zeyun Wang

GuiZhou University of Finance and Economics

Li Zhao

GuiZhou University of Finance and Economics

Jingguo Chen

GuiZhou University of Finance and Economics

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The Factors of User Acceptance of News Feed Advertisement

Zeyun Wang ,Li Zhao ,Jingguo Chen

GuiZhou University of Finance and Economics

Abstract:With the rapid development of mobile e-commerce, the advent of news feed ads has been increasing. In view of users' stereotypes about advertisements, how to improve user acceptance of news feed ads is a matter of great concern to mobile commerce operators. In the existing theoretical research, more discussions are start from the perspective of technology and channels. Based on the theory of perceived value, this study deeply analyzes the characteristics of news feed ads, and takes functional value perception, convenience value perception, prompt response value perception, trust value perception and social value perception as independent variables. Due to the variables, a user acceptance model was constructed, questionnaires were distributed and the assumptions were verified by regression analysis. The results show that perceived value theory can effectively explain the users' willingness to accept ads on the mobile advertising side, of which, convenience value perception, functional value perception and social value perception have a greater impact on the willingness to accept, prompt response value perception followed, and the least impact is trust value perception.

Keywords:news feed ads; perception value theory; willingness to accept; empirical analysis

1. INTRODUCTION

As an important branch of mobile advertising, information flow advertising has the characteristics of high degree of personalization, fast response speed, and deep social influence. Based on the existing research results and the characteristics of information flow advertising, this paper establishes a research model to clarify the influencing factors of users' willingness to accept information flow advertising.

2. THEORETICAL BASIS

2.1 Information stream advertising

From the perspective of users, value perception is the basic thinking logic and judgment criteria for users to accept things. In the past, researches on the willingness to accept mobile advertising users have also been carried out from the perspective of value perception. Therefore, this research is based on the perception of value theory to analyze and verify the impact The factors of users' acceptance of information flow advertisements make up for the shortcomings of information flow advertisement research at the user level to a certain extent, and provide a theoretical reference for mobile social platforms to regulate the placement of information flow advertisements.

2.2 Theoretical basis of perceived value

Users' acceptance decision-making process of information flow advertisement is similar to that of online purchase decision-making process. However, because information flow advertisement is based on the recommendation of users' massive behavioral data, it has the characteristics of high personalization and quick response. When users judge whether to accept or not, the function value, convenience value, timely response value and trust value are the first response of users to the advertisement itself; and The social nature of mobile users makes users have a potential demand for whether advertising can be used as communication content. Therefore, social value perception is also one of the research factors in this study.

3. RESEARCH HYPOTHESIS

Hypothesis H1: functional value perception has a significant impact on users' acceptance of information flow advertisements.

Hypothesis H2: convenience value perception has a significant impact on users' acceptance of information flow advertisements.

Hypothesis H3: timely response has a significant impact on users' acceptance of information flow advertisements.

Hypothesis H4: trust value perception has a significant impact on users' acceptance of information flow advertisements.

Hypothesis H5: social value perception has a significant impact on users' acceptance of information flow advertisements.

4. RESEARCH DESIGN

In this study, questionnaire survey was used to obtain data. The questionnaire consists of two parts. The first part is the demographic variables of the respondents, mainly including age, gender, education level, commonly used mobile social platforms, etc. The second part is the measurement items of all variables in the model, which is designed with the method of Likert scale. The respondents are required to make five levels of evaluation for each statement: totally disagree, comparatively agree, general, comparatively agree and fully agree.

5. RESEARCH CONCLUSIONS AND IMPLICATIONS

The push environment of information flow advertisement is quite special. Although users are in the state of passive acceptance, they are in the active position of shielding, deleting and negative word-of-mouth propaganda. Therefore, this paper focuses on users' perception characteristics of advertisement to understand the relevant factors of their willingness to accept. The specific conclusions are as follows:

(1) Convenience value perception, function value perception and social value perception have great influence on users' willingness to accept, which further shows that users' willingness to accept information flow ads is greatly affected by the effectiveness of recommendation activities, and users' decision-making is very rational.

(2) The value perception of timely response has a significant impact on the willingness to accept, which indicates that most users have a strong subjectivity on the received information flow advertisements when they log in to the mobile terminal for social activities by using fragmented time.

(3) Trust value perception has a low impact on users' willingness to accept, indicating that the effect of Information Trust perceived by users in advertising on their willingness to accept is not good. This is because users often show a zero sum game judgment on advertisements.

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