

A Study On The Influential Factors Of Wechat User's Willingness To Accept Advertisement In Wechat Moments

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Abstract:In recent years, with the development of the Internet, the number of mobile device users has increased dramatically. Instant messaging tools have become one of the main channels for people to communicate, and Wechat is an important one of them. Wechat is more and more widely used. Since the day Wechat is launched, monthly active users have exceeded 650 million, users have covering more than 200 countries and regions. Wechat has the advantages of high precision, strong communication, high privacy, large user base, and low publicity cost. Therefore, it has quickly become a marketing channel that enterprises pay attention to. In January 2015, Wechat Moments advertisements were officially launched. Moments advertisements adopts the form of information stream ads, embedded in their friends' dynamic movements. Users have mixed praises and criticisms about this. They are worried that it will interfere with normal browsing of Moments and suspect the info accuracy. Therefore how to play the marketing effect of Moments ads better and how to improve user's willingness to accept Moments ads is a problem that both Wechat and advertisers must face.

Based on this background, this paper studies the the factors influencing

Wechat users willingness to accept Moments Advertisement. In order to obtain the basic research model and theoretical basis of this article, planned behavior theory, technology acceptance model and other relevant researches that widely used in the acceptance willingness research are reviewed and sorted out. On the basis of literature reading and sorting, this paper selects six influencing factors of perceived usefulness, perceived ease of use, perceived interference, perceived risk, perceived accuracy, and attitude, and took user's personal characteristics as control variables to construct the research model of this paper and a questionnaire was designed to investigate the influencing factors of Wechat users' willingness to accept ads in Moments. Secondly, empirical analysis is conducted on the results of the questionnaire. Exploratory factor analysis is used to determine the influencing factors of Wechat Moments advertising user's acceptance intention. AMOS is used to verify the hypothesis and models, then 7 main conclusions are drawn. Finally, based on the results of hypothesis testing and model verification, suggestions are put forward from the perspectives of Wechat platform and Wechat advertisers.

Keywords: WeChat, Moments Advertisement, Adoption Intention, Technology Adoption Model

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