

Research on the Influence of Marketing Information Quality on Consumer Behavior -- Taking Wechat Marketing as an Example

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Abstract. With the continuous prosperity and development of Internet technology, the amount of information generated is increasing day by day, which inevitably leads to a series of problems such as marketing information surplus and user perception disorder. How to improve the quality of information and reduce the information disturbance to users has become an urgent problem for social media. This paper takes wechat marketing as an example, through literature research, questionnaire collection, SPSS statistical analysis and Amos structural equation fitting, based on previous research and the development status at home and abroad, summarizes various dimensions of marketing information quality, and combines drive theory and relationship marketing theory to identify three levels that affect user satisfaction and behavior: information content, utility and carrier quality. After reliability and validity test and structural equation fitting analysis, it is found that in three levels, there are five dimensions (authenticity, integrity, incentive, security, system performance) with user satisfaction as the intermediary variable, which positively affect user consumer behavior, and the influence coefficients of each dimension on user satisfaction are obtained. Among them, the influence coefficient of incentive on user satisfaction is the largest. Suggestions on strengthening users' interest perception, improving the richness of media, optimizing the system layout and improving the information security mechanism.

Keywords: Wechat Marketing, Structural Equation, Consumer behavior, User Satisfaction, Information Quality.

With the development of the economy and information-based society, the rapidly growing amount of social media marketing information has made consumers feel confused and bored, which leads to search barriers and the decline of information marketing effectiveness [1]. How to meet users' demand for marketing information with high quality and actively stimulate users' sharing value as network nodes has become an urgent task to be solved in social marketing. On the basis of previous studies, this paper summarizes the influencing factors of marketing information quality and tries to analyze how these factors affect user satisfaction and user behavior.

1 Literature review

1.1 The definition of wechat marketing and wechat marketing information

Wechat marketing refers to the expression and shaping of various product forms and brands by enterprises relying on wechat platform, and the one-way continuous output of users [2]. While wechat marketing information is the manifestation of enterprises, brands, products and other information on wechat, aiming to build a long-term good relationship with users.

1.2 Domestic and foreign research review

(1) Research on marketing information based on cognition

The IS system model provided by DeLone and McLean IS the basis of this study. When studying IS system, they believe that system quality and information quality jointly affect user satisfaction and usage, and ultimately affect individuals and organizations. The specific model IS shown in Figure 1 [3].

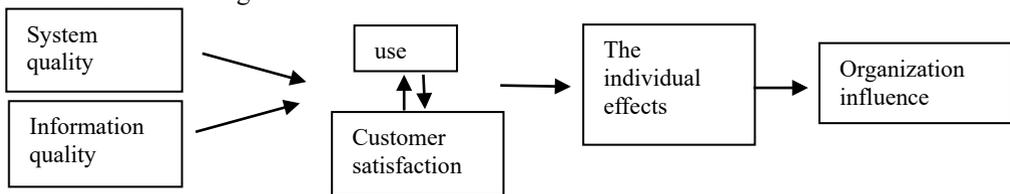


Fig.1 Success model of DeLone information system.

Urbach N, Smolnik S & Riempp G (2009) conducted in-depth research and analysis on the status quo of the success of information systems from 2003 to 2007, and confirmed that IS success model IS still the main basis of IS success measurement [4].

Domestic researches on the quality of marketing information are mostly concentrated in Weibo, online communities, wechat public accounts, etc.

Feng Xuyan (2015), taking consumers as the subject, studied the influence of consumers on the acceptance intention of wechat marketing, and concluded that the ease of use, usefulness and pleasure of marketing can positively affect users' attitudes, while the perceptual interference has a significant negative impact on users' attitudes. Hu Yuan (2017) through the microblog information quality and information source credibility of fuzzy hierarchy evaluation model analysis, the influencing factors on the quality of the information from large to small is arranged in the order: information timeliness, information effect, authority, information value, information accuracy, information correlation, information content, information presentation form [5].

In conclusion, perceived comfort can positively affect users' attitudes, while interference can negatively affect users' attitudes.

(2) Research on marketing information based on user behavior

Information sharing is an expression of user behavior, which plays an end role in the process from a series of emotional changes caused by information contact to the final acceptance and sharing of information. For enterprise marketing, it is an ideal situation for users to share information to realize brand communication and chain spread of brand information on social media.

Song Weixiang and Jia Jia (2019) confirmed that information content quality, information form quality, information utility quality and information carrier quality have a positive impact on users' interactive behavior through small-scale interview method and user behavior data analysis of public accounts .

Chen Xing, Zhang Xing, Xiao Quan (2019) studied users' willingness to continue knowledge sharing in online health communities, took user satisfaction as an intermediary variable, explored the influence of other factors on the willingness to continue knowledge

sharing through satisfaction, and found that there was a significant positive impact.

By summarizing relevant studies at home and abroad, it can be found that user behavior has a certain purpose, that is, there is a formal motivation in user behavior. For information itself, internal and external incentives have an impact on user behavior.

2 Research model and hypothesis

2.1 Research model

In this study, the maturity scale of predecessors was used as a prior scale to construct a model of information quality affecting user behavior. User satisfaction was added as an intermediate variable, and the second-order structure of the scale was set. Information quality was divided into three first-order factors, content quality, utility quality and carrier quality. There are seven dimensions of authenticity, expressiveness, timeliness, motivation, interactivity, security and system performance as second-order factors. See Figure 2.

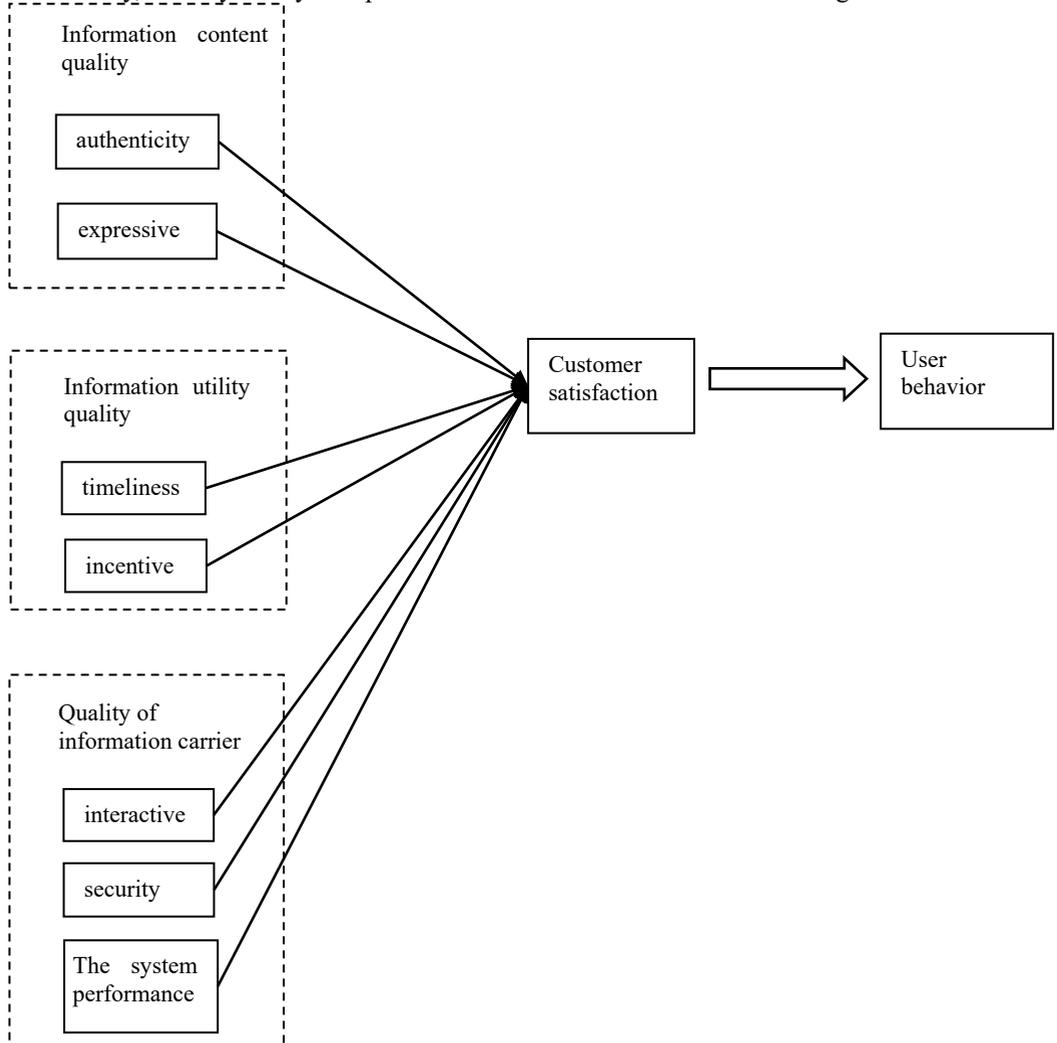


Fig. 2 Influence model of information quality on user behaviour.

2.2 Research hypothesis

(1) Information content quality related assumptions

For consumers, the authenticity and reliability of information is the most basic. Once information becomes false and unreliable, consumers' cognition of information will stop there. However, incomplete information will lead to distortion of part of the content. In the long run, it will lead to deviation between users' expectation and actual perception, thus changing users' behavior and attitude.

Based on this, the following assumptions are made:

H1 The higher the authenticity of information, the more satisfied consumers are with the quality of information;

The higher the integrity of H2 information is, the more satisfied consumers are with the quality of information.

(2) Relevant assumptions of information utility quality

Timely and applicable information is one of the indicators for users to obtain effective information. Information has significant timeliness. The current and constantly updated information, timely and effective information can help users make decisions. The more effective information is for users to measure decisions, the more valuable it is. When Cao Ruichang (2002) studied information quality and its evaluation index system, he pointed out that information has an obvious time limit, beyond which information will lose its value.

Based on this, the following assumptions can be made:

The higher the timeliness of H3 information is, the more satisfied consumers are with the information quality.

The higher the incentive of H4 information is, the more satisfied consumers are with the quality of information.

(3) Relevant assumptions about the quality of information carrier

Studies have shown that information content that can relate to users' interest demands can better stimulate user participation and promote the formation of information influence within the group .

Based on this, the following assumptions can be made:

The higher the interactivity of H5 information carrier is, the more satisfied consumers are with the information quality.

The higher the security of H6 information carrier is, the more satisfied consumers are with the information quality.

The higher the system performance of H7 information carrier is, the more satisfied consumers are with the information quality.

(4) Assumptions about user behavior

When studying the influencing factors of community e-commerce user information and user behavior, it is found that a good interaction between users and the platform can greatly increase users' favorable impression on the platform, and the simplification of platform functions, the aesthetics of the interface and the overall layout of the interface can give users an intuitive visual impact . Therefore, this paper argues that consumers' decision to adopt user behavior depends to a great extent on their personal attitude at the moment of reading information.

Based on this, the following assumptions can be made:

H8 users' satisfaction with enterprise marketing information positively affects user behavior of marketing information.

3 Questionnaire design and empirical analysis

3.1 Research variables of questionnaire design

Questionnaire design will follow the following 3 steps.

(1) Formation of initial scale: The existing maturity scale was quoted to improve the overall fitting degree and recognition degree of the scale.

(2) Questionnaire pretest: The initial scale was put into some target groups for questionnaire pretest to test the reliability and validity of the overall data of the questionnaire and the model, and to test the fitting degree of the questionnaire model according to the factor test.

(3) Forming the final questionnaire: Appropriate deletion and modification should be made according to the results of the predictive tests to ensure that the scale has good aggregation effect and discriminating validity.

3.2 Questionnaire predictive test

In the predictive test, the author adopted the convenience sampling survey method, and selected undergraduates of The Hua Soft Software College of Guangzhou University as the sample samples. These students have certain thinking ability and have experience in user behavior of marketing information of relevant enterprises (such as Pindoduo, Tmall, Taobao Double eleven, jingdong, etc.). 84 questionnaires were collected, and 70 were valid after screening conditions.

Reliability test is the reliability test of the questionnaire data, reflecting the stability of the data, and is an evaluation index of the truthfulness of the questionnaire data. According to relevant standards, the coefficient 0.7-0.8 indicates that the data has considerable credibility, 0.8-0.9 is very good, and above 0.9 is very good.

3.3 Empirical analysis

In the formal investigation stage, the questionnaire was distributed to all users of wechat in the whole network for two weeks, and was spread by using crony sampling. Finally, 578 questionnaires were collected, of which 538 were valid, with an effective recovery rate of 93.07%.

(1) Descriptive statistical analysis

After summarizing and analyzing the collected questionnaire data; 39% are male and 61% are female; The age distribution is mainly between 19 and 35 years old, mainly young and middle-aged; The occupation distribution is more uniform, the education level is generally college or above.

(2) Reliability analysis

The effective sample data were imported for reliability test. The relevant results were shown in Table 3-2, $\alpha = 0.873 > 0.8$. The reliability of each measurement dimension was measured by stratification. The Alpha value of each subitem is lower than the overall α value, indicating that the questionnaire has good reliability in the overall structure.

(3) Validity analysis

Validity analysis was carried out in SPSS 21.0, and $KMO = 0.855 > 0.8$, Bartlett's value 8023.4, $sig = 0.000 < 0.001$ were obtained, indicating that the data could be further exploratory and confirmatory factor analysis.

(4) Factor analysis

After validity analysis, principal component analysis and rotation were adopted, and it was found that there were 9 variables that could be extracted, with explanatory degree $= 74.664\% > 70\%$. Therefore, this study believed that the explanatory degree of these 9 factors was acceptable for all data.

Rotation of the component matrix and cancellation of the absolute coefficient less than 0.6 shows that each factor subitem has a high load on the same factor, and factors 1-9 correspond to user behavior, security, incentive, system performance, integrity, timeliness, interactivity, authenticity and user satisfaction respectively.

CFA analysis was conducted for a total of 9 variables and 30 sub-items. AVE values of all variables are greater than 0.5, and CR values are higher than 0.7, indicating that the data has good convergence (convergence) validity.

4 Management suggestions

4.1 Timely strengthen user behavior

This study shows that incentive information has the greatest influence on user satisfaction and user behavior. Reinforcement theory holds that timely positive reinforcement of desired behavior will improve the probability of occurrence of the behavior. At present, for enterprise marketing information, material and spiritual stimulation after the information can attract users to click, participate in and forward to a greater extent.

4.2 Enhance the richness of media

The integrity of information expression can make users' perception and actual performance tend to be consistent, while rich expression can enhance the interest of information and increase its attractiveness. WeChat compared to other social platforms, an obvious advantage is a rich variety of media, the enterprise can through the media to define products, at the same time, interesting, for enterprise marketing information, in addition to common words, pictures, can also through some specific conditions to realize the information acquisition, such as sliding interface, AR scanning, Mobile phone rotation and other ways to enhance the richness of the media, increase the interest of information, to attract users' attention.

4.3 Optimize the system layout

The functionality that the user needs should be set in an obvious location, and never add an intermediary for the user to achieve the goal.

Therefore, the design of functional modules should be established on the basis of good interaction between enterprises and users, otherwise not only increases costs, but also damages users' trust in the brand image.

Conclusion

Through the actual questionnaire survey and data statistical research methods, the following conclusions are drawn: wechat marketing information affects user satisfaction and produces user behavior in five factors, and the order of the influence coefficient is motivation, system performance, integrity, authenticity and security.

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