

Research on the Influence of Friends Circle Advertisement on Consumers' Purchase Intention-Based on Technology Acceptance Model Theory

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Abstract: With the rise of social media, the WeChat circle of friends has become an important platform for companies to conduct product marketing. An important way for businesses to advertise and promote their products. In an age of complicated information, how can companies take good use of circle of friends to enhance the consumers' purchase intention? The enhancement of consumers' willingness to buy requires further research. Based on the theory of technology acceptance model, this research adopts the methods of interviews and empirical tests to build a research model of the influence of friends circle ads on consumers' purchase intention. Evidence shows that, consumers' perceived benefits, perceived accuracy, and the quality of information in the advertisements have a positive effect on consumers' purchase intention. Perceived risk has a large negative impact on consumers' willingness to purchase. Based on the research conclusions, this article put forward corresponding management suggestions to businesses.

1. Introduction

With the development of Internet technology, various types of social media have become an indispensable tool for people's daily lives [1-3]. As an example of WeChat, more and more corporate advertisers use WeChat to enrich and develop their own brands meeting the purpose of product promotion and purchase promotion. However, as time goes on, advertising has not been effective and consumers' willingness not strong. WeChat friends circle of advertising is a great significance for corporate advertisers to use this advertising method. There is not much existing research on WeChat friends circle of ads. Based on the theory of technology acceptance model, this study aims to explore the impact of WeChat friends circle of advertising on consumers' purchase intention and propose targeted suggestions to WeChat platforms and advertisers to enhance consumers' willingness to buy.

2. The Theoretical Background

WeChat friends circle is a platform for information sharing and original content publishing based on a strong relationship chain. WeChat friends circle ads can be divided into two types of advertising: the friends circle of information flow and WeChat business. Consumer purchasing intention is the content of consumer psychological activities and the probability of a purchase behavior [4-6]. Schiffman and Kanuk refer that intention to buy is a measure of how likely a consumer is to buy a product. The Technology Acceptance Model is proposed by Davis (1989). The model considers that system use is determined by behavioral intention, and behavioral intention is determined by the attitude and perceived usefulness together, and the attitude you want to use is determined by perceived usefulness and ease of use. Currently, technical analysis models are widely used in research with different backgrounds [7-9].

In summary, based on the technology acceptance model and other relevant influencing factors, this article expands the research about the relationship of WeChat circle of friends advertising and consumers' purchase intention.

3. Research Models and Research Methods

3.1 Research Model

Based on the above background, this study proposes a research model what factors in the friends circle advertisements influence the acquisition of consumers' purchase intention, as shown in Fig. 1. In the entire process of consumers using friends circle advertisements, perceived ease of use, perceived usefulness positively related to consumers' purchase intention.

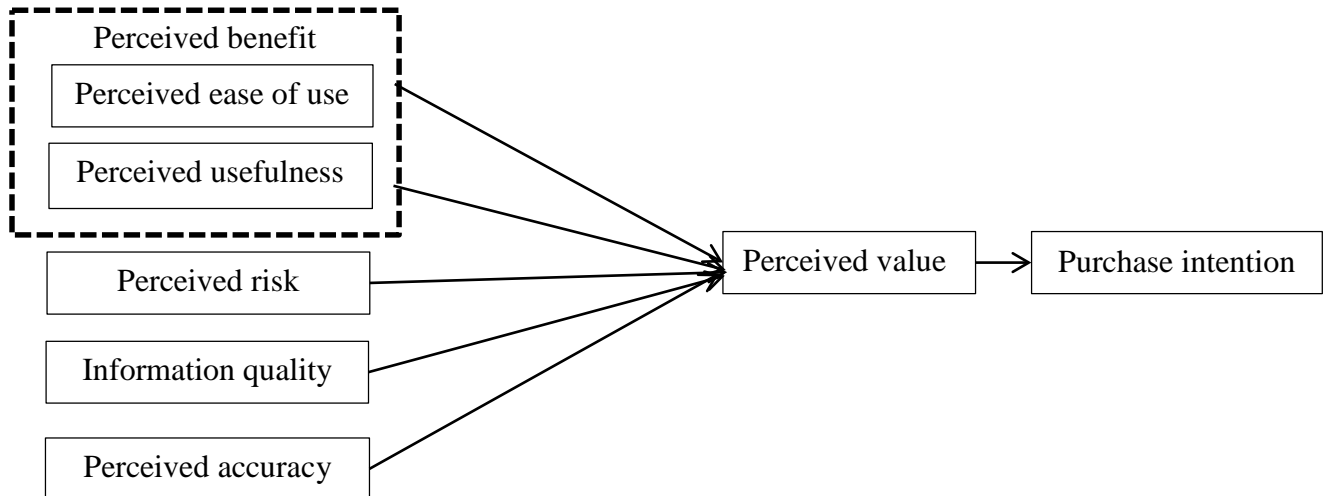


Figure 1 Research model

3.2 Measurement

In order to ensure the validity and reliability of the questionnaire, this article combined with previous research and interviews, developed a measurement scale for the research subjects. In order to make sure the survey more applicable to the study of friends circle advertisement on consumers' purchase intention, and then this study conducted a group interview with 30 randomly selected consumers. Based on the collated interview data, the questionnaire items were further adjusted to form the final questionnaire.

3.3 Data Collection and Sample Characteristics

This study adopts the form of questionnaires issued on the ground and online questionnaires. The questionnaire consists of two parts, one is the collection of basic information, and the other is the Likert scale to measure the influence factors of consumers' purchase intention in the friends circle of advertising, including perceived usefulness, perceived ease of use, perceived risk, information quality, perceived accuracy and perceived value. The survey participants used five levels for each item (1 = completely disagree; 2 = less agree; 3 = not sure; 4 = somewhat agree; 5 = completely agree). According to statistics, there were 201 valid questionnaires. Of the respondents, 55.22% were females and 44.78% were males; 89.54% were 18-45 years old and 10.46% were over 45; 80.6% were college students. As for monthly online spending, 34.33% were under 500 yuan, 62.19% were between 500 yuan and 2000 yuan, and only 3.48% were over 2000 yuan. For monthly online shopping frequency, 89.05% of respondents use it more than once per month. And 57.71% of scustomer buy products from WeChat friends circle.

4. Results Analysis

4.1 Measurement Evaluation

This study used SPSS.25 to test the reliability and validity of 6 multi-item models consisting of 22 items. Firstly, using the Cronbach coefficient to analyze the reliability of the scale. The Cronbach's values are all greater than 0.7, and the total Cronbach coefficient is 0.811, which indicate that the reliability of the scale in this study is relatively high, and the analysis results shown in Table 1. Secondly, exploratory factor analysis was used to test the validity of the scale. The inspection method is used for KMO and Bartlett sphericity test, as shown in Table 4. The result shows that the KMO value is 0.783, which is greater than 0.5. The significance of is Bartlett

sphericity test less than 0.01, indicating that there is a strong correlation between the variables, as shown in Table 2.

Table 1 Reliability analysis of each latent variable

Variable	Question content	Remove this item Cronbach's Alpha	Cronbach' s Alpha
perceived usefulness	A1	0.716	0.772
	A2	0.712	
perceived ease of use	B1	0.720	0.887
	B2	0.720	
perceived risk	C1	0.827	0.866
	C2	0.821	
	C3	0.839	
	C4	0.828	
information quality	D1	0.829	0.873
	D2	0.838	
	D3	0.848	
	D4	0.837	
perceived accuracy	E1	0.815	0.864
	E2	0.831	
	E3	0.815	
	E4	0.844	
perceived value	F1	0.830	0.881
	F2	0.840	
	F3	0.824	
purchase intention	G1	0.844	0.875
	G2	0.806	
	G3	0.821	
Cronbach' s Alpha= 0.811			

Table 2 Validity analysis of each latent variable

KMO and Bartlett test		
KMO Sampling Suitability		.783
Bartlett sphericity test	Chi-square approximation	2377.849
	Degrees of freedom	231
	Saliency	.000

4.2 Hypothesis Test

The data are analysed by the structural equation model through AMOS 25, various indicators show that the structural model has a good degree of fit. The six assumptions get support in this study, and the hypothetical results are shown in Table 3. In the process of forming consumers' purchase intention in the circle of friends, perceived usefulness, perceived ease of use, information quality, perceived accuracy have a certain positive impact on consumers' perceived value and consumers' purchase intention. Perceived risk has an certain negative impact on perceived value and consumers' purchase intention.

Table 3 Hypothesis verification results

Suppose	Estimate	S.E.	C.R.	P	Validation results
H1	0.479	0.043	6.019	***	support
H2	0.571	0.049	6.496	***	support
H3	0.337	0.051	4.801	***	support

H4	0.43	0.052	5.608	***	support
H5	0.382	0.065	5.079	***	support
H6	1	0.147	5.548	***	support

5. Conclusion and Discussion

In the age of Internet, social media like WeChat is an inseparable part of people's daily lives. This article is based on the technology acceptance model as an example of WeChat friends circle of advertising and has established a model of perceived value driving consumers' purchase intention. The conclusions are as follows:

(1) The process of winning the consumers' purchase intention in the friends circle advertisement is formed by the consumer's perceived value process. In the circle of friends advertisement, companies need to work hard to increase consumers' perceived value of friends circle advertisements.

(2) Consumers' perceived benefits and perceived risks in the friends circle advertisements have a greater influence on consumers' purchase intention. The rest are information quality and perceived accuracy. First of all, companies should make the most of their resources through activities publicity, product promotion and other methods to increase consumers' convenience, reduce consumer search costs, and improve consumers' purchases effectiveness. Secondly, paying attention to the innovation of the content form of friends circle advertisement. Enterprises and micro-businesses should make full use of video, pictures, copywriting, links, games and other channels to improve the quality of information content. Finally, paying attention to the accuracy of advertisements, including the accuracy of the delivery time and the accuracy of the target customers. The businesses should design different advertisement serving plan according to different characteristics of target customers.

Although some important research conclusions have been made in this study, the following deficiencies still exist. First, friends circle of advertisements include friends circle of information flow and WeChat business. This study only explores the influencing factors of consumer purchase intention from a general perspective. In the future, more detailed research can be carried out from different subjects. Second, the survey sample has limitations. Due to time and effort constraints, in-depth interviews and questionnaires are mostly targeted at college students. Defects in sampling may have an impact on conclusions.

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