

Research on the Influencing Factors of Mobile Social Network Users' Willingness to Respond to Contacts' Product Recommendation Information

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Abstract: With the development of communication technology, the frontier new media such as mobile social network has become a new marketing tool. The effect of mobile social marketing is obvious to all. Based on the persistent use theory of information system, this paper integrates planned behavior and introduces perceived trust behavior according to the characteristics of mobile social network. The diversification of influencing factors of user's willingness to use is a trend. It is clear that the responsibility of each subject for user's information security in social network environment, promotes orientation to significantly and positively affect the user's intention to read, forward and purchase the recommended products. Preventive targeting significantly negatively affects the user's intention to read and purchase recommended products for contact product recommendations. The cognitive trust and emotional trust recommended by the contact positively affect the user's willingness to respond to the product recommendation information; the intimacy and past experience positively affect the cognitive trust and emotional trust recommended by the contact.

1. Introduction

With the rapid development of mobile internet, the research on mobile applications has attracted much attention, especially in the field of mobile social applications [1]. Traditional online social networking site users began to migrate to mobile social networking applications in large numbers. This large-scale migration led to the traditional PC-side social networking sites began to migrate to mobile-side social networking applications [2]. There are similarities between the continuous use behavior of information system users and the repeated purchase behavior of consumers. Both of them are based on the satisfaction degree after initial adoption to determine whether they meet the previous expectations, and consequently generate or not follow-up use behavior [3]. Mobile social network users have different willingness to respond to product recommendations from different contacts. The types of mobile social network product recommendation information mainly include economic stimulus and non-economic stimulus and the ultimate goal of mobile social network marketing is to enhance brand awareness, promote sales and enhance user loyalty [4]. It has become a new way for public information exchange and sharing, which greatly improves the speed of user information exchange and the freedom of information dissemination. The user will pay attention to the product recommendation information published and shared by some contacts, and read it carefully; and the product recommendation information of some contacts is not concerned. Accurately grasp the willingness of mobile social users' product recommendation information, so that users no longer struggle with the choice between information disclosure and personalized service [5].

Social network has a strong attraction and stickiness to users. It not only facilitates people's information exchange, but also expands the space of interpersonal communication [6]. Because the interpersonal network is a kind of weak relationship network, users share common interests or real interpersonal relationship, which is constructed on the network platform by real or non-real names [7]. For the impact of users' willingness to use product recommendation on the Internet, concerns are divided into cost and trust, and benefits are defined as benefits. It is pointed out that Internet

users will trade off between the two [8]. In mobile social situations, the increased concern due to fear of information disclosure indirectly represents the perceived cost of people in social situations. Whether mobile social network marketing can achieve the desired results, scholars have carried out in-depth analysis from the perspective of consumers. For consumers, perceived risk, perceived value, perceived interaction and other factors will affect consumers' acceptance and adoption of mobile social network marketing [9]. Extending it to the mobile side will help enhance user stickiness and develop a large number of potential users. For communication operators, mobile socialization can help improve user experience and improve user stickiness and activity. Mobile social network is composed of users of real social relationships. Based on the theory of planned behavior, it extracts attitudes, subjective norms and perceptual behavior control variables. According to the theory of source credibility, trust perception credibility is attitude and subjective norms. Impact, research on the impact of mobile social network users on the willingness to respond to contact product recommendation information [10].

2. Materials and Methods

Trust perception is the user's recognition of the functions, information content and developers and operators of the mobile social platform they use. Promotion orientation and prevention orientation show different psychological characteristics in the process of goal acquisition. People who have the tendency to promote orientation pursue their goals with a desirable attitude and regard them as hopes and ideals. Therefore, their supreme aim is to achieve positive results, and they tend to use methods matching their goals to achieve ideal goals. Whether consumers are affected by product recommendation information often depends on the attitude of the sender. This attitude depends on the cognitive and emotional trust of the sender. The trust perception reliability test analysis is shown in Table 1 and Figure 1. The main task of mobile social network product recommendation information is to enhance the brand's popularity. Good brand management can be distinguished from other products. In a sTable environment, the user's usage behavior is repeatedly stimulated, and the active psychological cognitive process is gradually reduced or even stopped. That is, as the habits increase, the ability to interpret behaviors is weakened, and consumers are faced with a choice of preferences when faced with complex online marketing messages.

Table 1 Test and Analysis of Trust Perception Reliability

	Coefficient	Composite reliability
Perceived usefulness	0.732	0.715
Satisfaction degree	0.751	0.692
Actual use behavior	0.619	0.825
Perceived trust	0.804	0.815
Perceptual Behavior Control	0.709	0.820

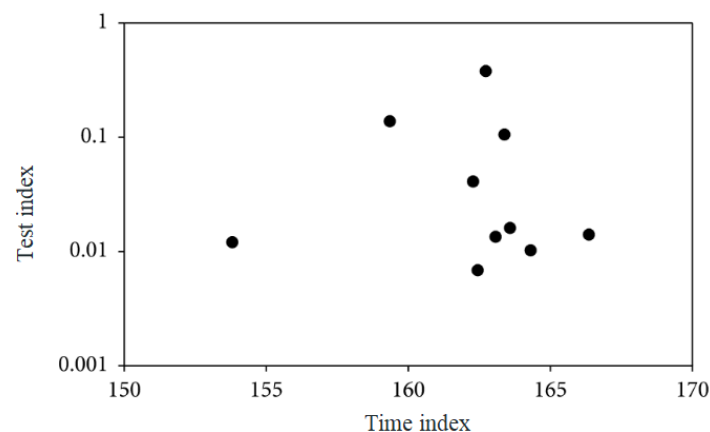


Fig.1. Test and Analysis of Trust Perception Reliability

Conscious continuous use behavior is the decision of the user after rational thinking; habit is the automatic and unconscious behavior generated by continuous learning in a specific situation. As the main body of information security, information users need to constantly improve their information security capabilities and literacy. As the leading factor of information security system, social network operators need to improve their comprehensive ability in technology, system and management. For mobile social platforms, their perceived value can be divided into four dimensions: relational value, communicative value, informative value and instrumental value. The strategic goal of product recommendation information or the overall business supporting measures can enable the marketing network to be planned according to its own needs. Let mobile social network marketing not be an isolated platform, play a role in integration and overall planning, and have an important impact on improving marketing effectiveness. It is important to understand how the user responds to what contact's content is published, which can cause the business to influence information consumption choices, adoption decisions, and overall consumer behavior. When a mobile social network user believes that a contact who publishes or disseminates product recommendation information has a high degree of trustworthiness, it will form a positive and agreeable attitude to the product recommendation information released by it, and at the same time, it will further affect the role of subjective norms.

Subjective perception of social products is also the core and key to affect the behavior of mobile social users. Behavior and preference are influenced by their regulatory orientation. Individuals with a propelling orientation will adopt proximity strategies to regulate their behavior towards positive outcomes. Individuals with preventive orientation tend to adopt avoidance strategies to regulate their behavior away from negative outcomes. In the context of mobile social network, incomplete knowledge of contacts leads to uncertainty or uncontrollable communication risk, which forms users' perceived risk of product recommendation information. Understanding and meeting customers' needs and launching timely and effective interaction make it possible to effectively "snatch" consumer fragmentation time in market competition and improve customer satisfaction and loyalty, which is an important factor to improve the effectiveness of marketing using mobile social networks. Find an appropriate balance between users and social network operators, between user information protection and user information utilization, and form a dynamic, collaborative and mutually beneficial solution. The subjective norms of the integrated plan behavior theory and the significance of the perceived behavior control are confirmed, which proves that environmental factors and behavior control factors also affect the user's continued use intention and behavior. At the same time, the perceived ease of use of mobile social networks has a positive impact on perceived usefulness, and further influences the willingness to respond to user product recommendation information through perceived usefulness.

3. Result Analysis and Discussion

Customized user-oriented interface products and services will facilitate customers. Even for the prevention of directional mobile social network users, because they have to face the audience of their forwarded information when forwarding information, they will consider the role of their forwarded information in their social network status more when re-disseminating information. Behavior builds mutual cognitive trust. Once cognitive trust is established, the uncertainty of intimate partners will be reduced, and they will be more willing to trust each other's judgments and suggestions. At the same time, the regulation effect is also affected by the choice of self-behavior. Self-behavior includes conscious and habitual use behavior, and conscious continuous use behavior can be explained by the "continuous use intention" determined by psychological cognitive variables. Habitual use behavior can be explained by habits, which makes it easier for users to find a product entry that suits them.

Trust implies good expectations and reduces the uncertainty of behavioral risk. When users form cognitive trust in their contacts, they are willing to respond to the product information recommended by their contacts. In terms of resource input factors, in the actual operation of mobile social network marketing, it needs the innovative consciousness of marketing personnel and the

thinking of mobile marketing. Innovation and marketing activities need capital investment and human resources investment. Mobile social networking should develop valuable functions or services, enrich the expression of current core functions, and integrate related functions to enhance the useful awareness of mobile social users. Different adjustment orientations of individuals will manifest their different behavioral motivation tendencies in different stages of information processing. Specifically, individuals with promotion orientation are judged mainly according to irrational emotional factors in behavioral decision-making. Users make choices according to their own needs, which are basically unaffected by other users. Mobile social networks have strong social characteristics. Users' choices and psychological perceptions will be affected by other users. Users may just regard mobile social networks as one. Social tools did not produce strong positive emotions.

From the perspective of brand management, the main task of mobile social network users' willingness to respond to contact product recommendation information is to enhance brand awareness. Good brand management can differentiate other products. If habits are strengthened, the proportion of habitual use behavior in dependent variable "continuous use behavior" will increase, and the proportion of habits that can be explained will increase. The explanatory part of intention is reduced accordingly. When the system can provide users with more humanized interface and navigation, more diversified functions and faster response speed, the smoother the process of consumer use, the lower the effort required, and the higher the perceived ease of use. When the user has stronger emotional trust, the contact person is more willing to rely on the product information recommended by the contact when considering the interests and needs of others. That is to say, the adjustment orientation of mobile social network users significantly affects their reading, forwarding intentions and purchase intentions of the recommended products. Regulating orientation is an individual trait that reflects individual motivational tendencies, including both orientation and prevention. And because of its own enthusiasm, it also increases the willingness to use mobile social.

4. Conclusion

This paper studies the influencing factors of mobile social network users' willingness to respond to product recommendation information from contacts, forms users' habits of using mobile social networks, improves users' awareness, achieves product word-of-mouth effect, and plays a role of social influence. In the context of mobile social networks, the moderating effect of orientation on users' response intention to product recommendation information can not be ignored. Therefore, in order to improve the effect of product recommendation information, it is necessary to consider the key factor of user adjustment orientation, which is mobile users' willingness to respond to product recommendation information. Improve professionalism in terms of personalized technology, help to target in marketing activities, accurately identify users, increase the efficiency of mobile social network product recommendation information, and improve marketing effectiveness. Balanced to provide users with personalized customization services and limited access to user information. The influence of subjective norms and perceived behavioral controls on user intent and actual use behavior; perceived entertainment impact on satisfaction and continued use. Construct a comprehensive system of integration between external environmental elements and user personal elements.

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