

# Research On Influencing Factors of Wechat Public Account Users' Attention Intention

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**Abstract.** In the context of the rapid development of new media, wechat public accounts are gradually welcomed by government agencies, social organizations and individuals with the advantages of simple operation and low cost. At the same time, how to let users pay attention to the wechat public number has become the biggest problem facing individual operators. In this paper, the wechat official account of Gending Theory is taken as the research object, and the user's attention intention is taken as the research direction. Based on the success of Information System (D&M) model, the new variables of knowledge seeking psychology, curiosity psychology, entertainment psychology and the key factors of D&M model are added to construct the user's attention intention model.

**Keywords:** Wechat public account; User concern intention; D&M model.

## 1. Introduction

Individuals and enterprises can serve their target customers by means of voice, video and text through wechat public account, and promote the company brand and personal image. At the same time, users can also propose their own needs to publishers through wechat public account. On January 7, 2022, Tencent released the "2021 Positive Energy Report on wechat Platform" at the 2021 annual conference of "Sunshine Media People". The report shows that the monthly active number of wechat is more than 1.25 billion people, with a year-on-year growth of 4.1% [1]. In 2021, we know from the survey data of the public number published by Watermelon data, The total number of wechat official accounts read decreased by 17%, the number of articles read by 10W+ decreased by 30.25%.the original advertisement articles increased by 31.71% [2]. This shows that although wechat official accounts were impacted by Weibo, Douyin, Xiaohongshu and other brands in the development process.

In this paper, the Wechat public account of Gending Theory is selected as the research object, and the user's attention intention is taken as the research direction. By exploring the influencing factors of users' attention to Gending Theory's wechat public account and putting forward suggestions, it provides reference and reference for operators of wechat public accounts.

## 2. Relevant literature review

FACEBOOK is the main social media in foreign countries, and wechat has been used in foreign countries for a relatively short time. Even so, some scholars have analyzed its economic phenomenon. Md Samiul and Hasan Babu (2016) believe that when developing marketing strategies, marketers should consciously use marketing tools to convey information to users or brand information to users without disturbing them [3]. Kadek Dwi and Pradnyani Novianti (2019) believe that online

learning is also a medium in the learning process. They integrate D&M model and UTAUT model to accurately find out the evaluation results between information system and technology acceptance[4]. Francisco Diez-Martin, Alicia Blanco-Gonzalez and Camilo Prado-Roman(2019) formulated a research agenda on digital marketing and sustainability, believing that it could reduce the gap between society and enterprises on sustainable issues [5].

There are numerous domestic studies on wechat public number. The research on willingness to continue use, which was considered as an expansion of behavioral willingness when it was first proposed, has been applied in different fields. After the emergence of wechat public accounts, willingness to continue use has been applied to the research on wechat public accounts by different scholars. Lei Xue (2017) based on TAM technology acceptance model, It is believed that enterprises need to continuously carry out content marketing, deeply operate user relations, comprehensively layout community interaction, and accurately insight user data when operating wechat public platform[6]. By constructing the expectation confirmation model, Qian Zhaohui (2018) proposed that wechat public accounts should face up to their positioning, attach importance to users' enjoyment experience, pay attention to practicality and strengthen the construction of service quality [7]. With the development of wechat public number, some domestic scholars have introduced the success model of information system into the research of wechat public number. Wang Menghan, Fang Weihua(2020) the information system success model and the theory of planned behavior as the research Angle of view, from the government's business policy, compatibility, online interactive awareness, perceived behavior control, information quality, system quality, service quality, customer satisfaction aspects affecting the users use the Internet to study the factors of innovation service platform will [8]. Based on the UTAUT model and D&M model, Huang Xiaobin, Zhang Mingxin and Peng Jiafang (2020) constructed a conceptual model of the adoption intention of think tanks' wechat official accounts, and proposed to improve the adoption and attention intention of think tanks' wechat official accounts from the aspects of system interface design and information content construction [9]. He Miao and Li Bin (2021) put forward suggestions for improving the wechat public accounts of young audiences from the perspectives of information quality, service quality and system quality [10].

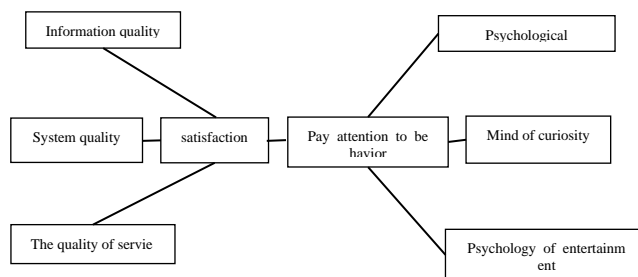
To sum up, scholars' research on wechat public accounts mainly focuses on the dissemination of the value of enterprises, governments and libraries and the continuous attention of users. At the same time, they advocate that the operators of wechat public accounts should pay attention to ethical norms in the operation process, pay attention to the psychological needs of users, and grasp the attention will of users. From the perspective of personal wechat, this paper establishes the D&M model, analyzes the factors that affect users' attention to wechat public accounts, and puts forward countermeasures and suggestions to enhance users' attention willingness.

### **3. Research design of user attention intention**

#### **3.1. Research hypotheses and conceptual models**

##### **3.1.1 Research model establishment**

This research according to the model of information system success model, combined with the root said WeChat public number itself characteristics and the actual situation of the development of new psychological knowledge, curious about psychology three variables and entertaining consumption psychology, study how to affect the user's attention will, on the basis of predecessors' research results analysis the attention of the user behavior. The research model of this paper is mainly composed of two parts. The first part is the core factors of the D&M model, and the second part is the three newly added influencing factors. The relationship between variables of the two parts is shown in Figure 2.1:



**Figure 2.1** User attention intention model

As shown in Figure 3.1, the model contains one intermediate variable, six independent variables and one dependent variable. The independent variables include information quality, system quality, service quality, knowledge seeking psychology, curiosity psychology, entertainment psychology. The intermediate variable is satisfaction. The dependent variable is attention behavior.

### 3.1.2 Put forward the research hypothesis

The research hypothesis of this paper is mainly divided into two parts. The first part is the hypothesis of the original model variables: influence mechanism between information quality, system quality, service quality, satisfaction and attention behavior is discussed. The second part is the newly added variables: to study the relationship between knowledge seeking psychology, curiosity psychology, entertainment psychology and attention behavior.

## 3.2. Descriptive statistical analysis

In this paper, SPSS was used to conduct descriptive statistical analysis, reliability and validity analysis of the data, and AMO22.0 software was used to construct structural equation model to test the hypotheses put forward above.

### 3.2.1 Analysis of mediation variables

Descriptive statistical analysis was performed the mean value of intention to pay attention is 3.604, indicating that users' intention to pay attention to Gendin's official wechat account is still relatively strong, and the standard deviation is above 1.3, indicating that there is a big difference between the content of using Gendin's official wechat account and their intention to pay attention to it. In line with the expected hypothesis of this study.

### 3.2.2 Statistical analysis of dependent variables.

Descriptive statistical analysis was performed the mean value of the three questions of concern intention is 3.684, and the standard deviation is above 1.2, indicating that different users will have different differences when they make specific behaviors of paying attention to wechat public accounts, which is in line with the expected hypothesis of this study.

## 3.3. Pre-investigation and analysis

### 3.3.1 Reliability analysis of pre-survey.

Cronbach a coefficient was used to test the reliability of the scale, and the reliability analysis was mainly carried out on eight variables: information quality, system quality, service quality, satisfaction, knowledge seeking psychology, curiosity psychology, entertainment psychology and attention intention. The analysis results are shown in 2.1

**Table 2.1** Data reliability analysis

variable	The number of variables	CTTC	Alpha coefficients
IQ information quality	4	0.97275	0.7565
SYQ system quality	4	0.97275	0.7455
SEQ Quality of service	4	0.97275	0.7445
US satisfaction	3	0.972333	0.765333
PK intellectual curiosity	3	0.972667	0.759
CM curiosity psychology	3	0.972667	0.750333
RP entertainment psychology	3	0.973	0.738
AW Concern intention	3	0.972667	0.733333

It can be seen from Table 2.1 that the  $\alpha$  coefficient values of 8 variables above are all larger than 0.7, indicating that the data has good credibility.

### 3.3.2 Pre-survey validity analysis:

This paper mainly analyzes the validity of the survey data through KMO value, and analyzes the overall data. The data obtained are shown in Table 2.2.

**Table 2.2** Validity analysis

KMO and Bartlett's test		
KMO value		0.975
Bartlett's test for sphericity	The approximate chi-square	5715.372
	df	351
	p value	0

It can be concluded from Table 2.2 that the KMO value is 0.975, and the p value is 0 ( $p < 1$ ), which is within the acceptable range, indicating that the data has good validity.

### 3.3.3 For model hypothesis testing

The path coefficients among information quality, system quality, service quality, knowledge seeking psychology, curiosity psychology, entertainment psychology, satisfaction and attention intention are shown in Table 2.3:

**Table 2.3** Test of model hypothesis

X	→	Y	SE	p	Standardized regression coefficient
Information quality	→	satisfaction	7.42	0.54	4.591
System quality	→	satisfaction	1.62	0.92	0.169
The quality of service	→	satisfaction	7.44	0.6	-3.757
satisfaction	→	Attention will	14.15	0.57	7.801
Psychological knowledge	→	Attention will	8.99	0.57	5.039
Mind of curiosity	→	Attention will	4.37	0.54	2.693
Psychology of entertainment	→	Attention will	2.38	0.60	1.055

Can be seen from table 2.3, there are seven variables of the standard regression coefficient greater than zero, showing a positive correlation, the relationship between hypothesis, only between service

quality and satisfaction of standardized regression coefficient is 3.757, and didn't pass the significance test, showed significant negative correlation between service quality and satisfaction is relationship.

### **3.4. Conclusion of type study**

This chapter mainly introduces the D&M model based user attention root WeChat ding said the public, the will of the key factors affecting the analysis, users intend to model and puts forward seven hypotheses influencing factors, using the questionnaire survey, using SPSS and AMO software for descriptive statistics and data validity and reliability test, structural equation model was constructed.

Through the structural equation model, it is found that the key factors affecting users' attention to Gending's official wechat account mainly include information quality, system quality, curiosity psychology, knowledge seeking psychology, and entertainment psychology. The specific influence path is shown in the table 2.3.

Among the 7 assumptions, there is one that is not true. Since the service quality has little influence on the user's willingness to pay attention, it can be ignored. it indicates that users pay attention to the wechat public number not just to enjoy the service from the wechat public number as assumed, but for other reasons, such as the information quality and system quality discussed above.

## **4. Gending said that wechat public account users pay attention to the optimization strategy**

### **4.1. Accurate positioning, highlighting the value**

At present, in the user's WeChat exists in all kinds of the public, but few have caught the attention of the user of the public for a long time, most of them belong to the attention was focused on off after a period of time the state. So number to the public and operating the main body, in the process of operation and maintenance, convert their business philosophy to pictures, video, audio formats such as content, focus on user psychological demand, produce valuable content, Make adjustments.

### **4.2. Strengthen interaction and improve user experience**

Operators in the process of operation number WeChat public needs regular interaction with users, and respond to user comments, outside of the public, establish a fan base, and user communication, improve the activity of group, also can be in the public, organize various activities, such as regular hair red envelopes, draw and live activity, can make the most of the users to participate in the activities, Let the user really feel the experience brought by the operation main body of the wechat public number.

### **4.3. Adhere to the content as the main body, and increase the output of original articles**

With the development of science and technology, original article WeChat public less and less, the draft, the phenomenon such as reproduced appear constantly, the serious influence the quality of the content, WeChat public need to pay attention to the quality of the content, We should not only improve the richness of the language, but also keep up with current events. While enriching the content, we should not deviate from The Times. It is very important to adhere to the depth of the content. Always put content in the operation of the important position, multidirectional user output the contents of the original articles, and high quality, improve the user's number to the public satisfaction.

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