

Research on the relationship between the perceived value of social networking positive energy and acceptance behavior

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Abstract

Positive energy is an important means to strengthen and improve the guidance of network public opinion, is an important source of positive force for a person and the whole society, and is one of the elements of building a harmonious society. How to make good use of social network to make the positive energy information stand out from the sea of information, transmitted by the user, and thus cause the positive change of their behavior, is not only a new opportunity for positive energy spreading, but also a new challenge. According to the background above, in the framework of the perceived value theory, this paper finds out the relationship between the perceived value and the acceptance behavior. Users' acceptance behavior is divided into two dimensions: Information-focused behavior (search, reading and collection) and Information interaction behavior (giving a like, message leaving and forwarding). Users' perceived value is divided into four dimensions: Information value, Emotional value, Human value and Social value. WeChat platform and Microblog platform are the main channels to spread positive energy. Based on the 297 valid questionnaire data aiming at the positive energy from the main channels, the paper's results show that: (1) Information value and Emotional value can affect users' Information-focused behavior significantly, but Human value and Social value can't; (2) Information value, Emotional value, Human value and Social value all can affect user's Information interaction behavior significantly; (3) Information value and Social value have great effect on user's acceptance behavior.

Keywords

Social networking, Positive energy, Perceived value, Acceptance behavior.

1. Introduction

Under the influence of the expansion of the Internet, the size of the social networking market is increasing. Up to June 2018, the top three domestic utilization rate of social networking platform is WeChat, QQ and Weibo. Social networking is more and more becoming an important channel to discover new things, learn about information and knowledge for people, and impact on people's daily life and behavior consciousness more and more.

In 2012, during the Olympic torch relay in London, the post "light positive energy, detonate small universe" made "positive energy" become the most popular words and named to China's top ten buzzwords. Our country in recent years has been advocating and carrying forward the spirit of positive energy and spreading positive energy values. Positive energy has received intense attention from all walks of life.

Based on social network having a large group of users, and has features such as having a large amount of information, releasing information fast and convenient, people often tend to find emotional resonance, meet the demand of themselves be in a social network through searching, browsing, collection, distribution, receiving, reviewing, reproducing and so on. On July 21, 2012, for example, Beijing suffered severe storms, many netizens through Weibo platform immediately participated in the rescue activities organized by netizens spontaneously. That night, a passenger stranded in capital airport asked for help in Weibo and then caused the attention of many Internet users who have never met. In a short period of time, he got approvals and supports a lot. Weibo's fast responding and

updating for help information let Internet users understand the current situation of change timely and provide the corresponding help to others. Therefore, social network can deliver positive energy in a timely manner, and trigger people's positive behavior.

However, not all worth positive energy have been properly spread. Its transmission range is different when it has different social networking platform, different kinds of content or different expression information, and so does the users' demand to and acceptance of positive energy information. Why is the spread of positive energy efficiency contrasting so big?

Social networking platform regards user as the center, leave the initiative to the user and encourage users to browse, share, create and evaluate the contents independently. Which in most case, the spreading effect of the positive energy is decided by the users in the social platform. Research has shown that Perceived value is a very important factor to user's behavior intention. In the late 1980s, Zeithaml et al proposed the concept of customer perceived value, which thinks customers buying things not only because being satisfied with the service to buy, but comparing the overall value of alternative products (or brand), and finally choose the product which perceives the largest value. The transferring of positive energy on Social networking platform is a way of online services, users can judge values based on the service's content, form and result, and then choose the ideal acceptance behavior.

Under the network environment, more and more users contact positive energy information through social networking. However, there are few researches focusing on the positive energy acceptance behavior of users from the perspective of perceived value. How to enhance the user perceived value to improve the level of the user's acceptance to positive energy, improve user's enthusiasm, thereby expand the spreading of positive energy and charisma become much important.

Based on the background above, this paper proposes a research idea to study the positive energy acceptance behavior of users from the perspective of perceived value, which help a lot to the to meet users' inner demands, purify the Internet environment, and cause users' positive behavior.

2. Theoretical Background

2.1 Theory of Social network positive energy.

"Positive energy" first appeared in physics, namely when the vacuum energy is zero, the material energy greater than the vacuum is positive energy. After that, scholars introduce the concept of positive energy to the field of psychology. British psychologist Richard Wiseman in his book 《Rit it up》 define "positive energy" as a kind of positive and active emotion or power. This paper holds that positive energy refers to a healthy, optimistic and positive motivation and emotion, which is conducive to people's physical and mental health and is the construction of a harmonious society.

As a kind of general information, positive energy information has the characteristics of information transmission, such as its openness, initiative and so on. Because of the particularity of its content, positive energy information's energy efficiency is up. At the same time, because of the characteristics of social network, compared with the traditional mode of information representation, social network's positive energy also has the following several aspects:

(1) Compared with general information, the criteria of transmission efficiency and user's acceptance is not the same. The transmission rate of positive energy in the network does not affect the transmission efficiency positively. The purpose of general information is to publicize widely, mostly staying in the "receiving" level, and its transmission efficiency generally focuses on the transmission rate and transmission range. But due to strong emotional color, with causing emotional resonance easily, we still need to focus on the user acceptance of positive energy, which is to consider the user's specific positive energy information behavior.

(2) The early stages of the positive energy transmission need to be judging. Compared with general information, positive energy information can be easily affected by authorities or agencies, and also need the impact.

(3) With the help of social networks, the transmission of positive energy information has a large degree of freedom. Social networking is a virtual world, information publishers don't need to open their legal names and other information. Social networking can effectively protect the user's personal privacy and help deliver positive energy in a timely manner.

(4) The transmission of positive energy information has a natural amplification effect in the social network. Positive energy events may be amplified to cause social attention and are more likely to appear in the communication between acquaintances, thus are more likely to be trusted and accepted.

(5) The acceptance of the positive energy to user is dynamic. User's acceptance behavior there is a cognitive process. For example, with an increase in the number of occurrences of a positive energy, the trust from users may changes and thus affecting the user behavior on positive energy.

Present studies of social networking's positive energy mostly aim at the propagation characteristics of positive energy itself, research for colleges and universities or set the exact situation for positive energy research, lack the general positive energy spreading law of thinking.

2.2 Theory of Perceived value

Perceived value theory first arose in the 20th century, the concept originated in the field of consumer behavior. Most researchers believe that perceived value is the overall evaluation of product or service which customer makes in the whole process of buying and using products based on the contrast of income and cost. Narus and Anderson (1998) regarded customer perceived value as customer's perception of product or service value, which is the sum of economic value, technical value, social value and other benefits brought by combining product or service.

Dholakia and Bagozzi (2004) in user's research on virtual community, regarded perceived value as the sum of purpose value, self-realization and social promotion, relationship and entertainment value. Shuang Yang (2010), according to the communication characteristics of social networks, divided perceived value into five dimensions: social capital, emotional support, communication response, functional value and entertainment experience.

According to the literature above, combined with the specific situation of this research, user's perceived value of positive energy information is defined as the user's subjective cognition and comprehensive evaluation of positive energy information value in the process of receiving positive energy in social networking, which is divided into four dimensions: information value, emotional value, human value and social value.

2.3 Theory of Acceptance behavior

At present the study of user acceptance behavior, mostly uses the technology acceptance model (TAM). In 1986, while Davis was demonstrating the reasons that affect people's acceptance and use of new technology, the correlation between various variables is rearranged, and the concept of technology acceptance model is proposed for the first time. According to the TAM model, perceived usefulness and perceived ease of use is the key factor that individuals accept information technology, and the external variables will affect the perception of perceived usefulness and perceived ease of use, and through the attitude variables indirectly influence the final acceptance behavior.

In the research field of user behavior, TAM has been widely used in the user information behavior and for the influencing factors of product acceptance behavior. Most scholars will adjust TAM model according to their research content and practice, and usually add or reduce relevant variables on the basis of original TAM model, such as personality characteristics, staff influence, self-efficacy, social influence etc.

Tao and Haijun (2008) in the relevant research on customer participation, proposed that under the daily life consumption scenarios, customer behavior can be divided into low degree of participation, medium degree of participation and high degree of participation according to the degree of participation. Customer behavior is divided into attendance, information sharing and joint production from the perspective of participation content.

User acceptance behavior in this study refers to the user's acceptance behavior to positive energy information under the background of social networking, and it is closely related to the function characteristics of the social networking platform. Referring to the classification of customer behavior in the above research, this paper divides the user's positive energy acceptance behavior into two dimensions: Information-focused behavior (search, reading and collection) and Information interaction behavior (giving a like, message leaving and forwarding).

3. Research Model

Based on the analysis results of existing research's achievements, this paper constructs the initial relationship model between perceived value of positive energy information and acceptance behavior of social network users, as shown in figure 1.

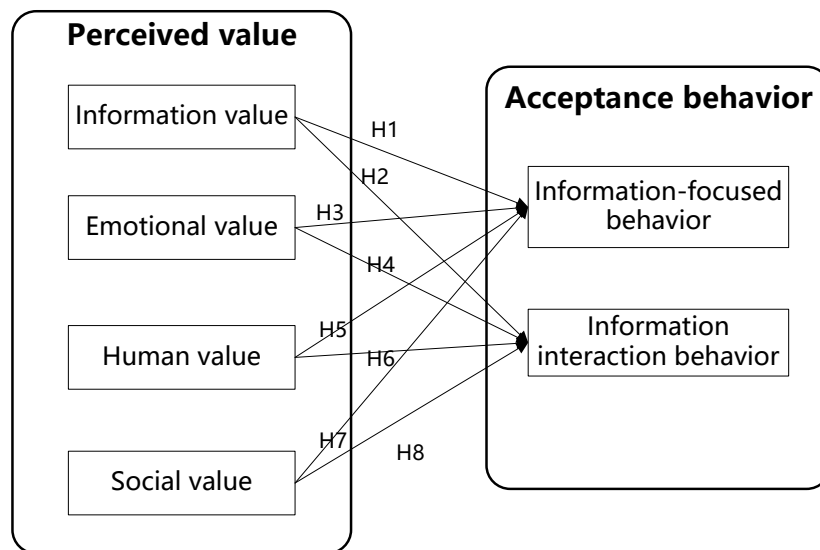


Figure 1 The initial model

LiDang Zhang etc. (2018) found that user collect information in order to meet the demand of information to the user, the demand of self-identity, entertainment needs and help others. Yinjin and Nuannuan (2013) found that audience read news in order to meet the demand of its cognition of information, and get practical information. And user's interaction behavior is to satisfy the desire to obtain effective information resources. Therefore, we believe that in social networks, the progressive positive energy information can be accepted by users and trigger their attention and interaction. Combined with the above, this paper proposes the following hypotheses:

H1: The information value perception of positive energy has significant influence on users' information-focused behavior.

H2: The information value perception of positive energy has significant influence on users' information interaction behavior.

Hirschman and Holbrook (1982) found in the study of luxury consumption that the psychological and emotional cognition of consumers can not only provide a more complete explanation for the understanding of purchase intention, but also be the main motivation factor for consumers to produce specific behavioral responses. Flavian - Blanco (2011) found that the customer's decision-making is often depends on the specific psychological feelings, and this kind of emotion affect customer behavior to make effective predictions in the future. Dawson (1990) found that in the process of shopping experience, short-term emotional feelings will affect customers' satisfaction cognition and shopping behavior. Combined with the above, this paper proposes the following hypotheses:

H3: The emotional value perception of positive energy has significant influence on users' information-focused behavior.

H4: The emotional value perception of positive energy has significant influence on users' information interaction behavior.

Meihua Kang (2014) found that trust and normative pressure will affect user's reading behavior. The normative pressure refers to recommend and influence from family and friends or colleagues. Huanyong Ji (2015) pointed out that information dissemination initiators' low interest association with information content will reduce consumers' perception of risk, and the information disseminated by third parties or professional institutions will be more reliable. Information experts, opinion leaders and other professionals give help and opinions for user behavior by expressing their personal characteristics, professionalism and objectivity. Combined with the above, this paper proposes the following hypotheses:

H5: The human value perception of positive energy has significant influence on users' information-focused behavior.

H6: The human value perception of positive energy has significant influence on users' information interaction behavior.

Wu Li (2014) found that the main motivation for teenager to read is social motive, mainly refers to the promotion and influence of reading on social interaction in reality and the social interaction based on virtual reading community itself. Tao Zhou (2007) found that user's perceived social value can reflect social recognition and identification, users may accept a mobile service because everyone in the social environment is using it. Guanwen Zhang (2018) found that user's thumb up behavior can meet the demand of social, maintain relationships and brush sense Therefore, we believe that the positive energy information can be used as the user communication platform. Combined with the above, this paper proposes the following hypotheses:

H7: The social value perception of positive energy has significant influence on users' information-focused behavior.

H8: The social value perception of positive energy has significant influence on users' information interaction behavior.

4. Methodology

4.1 Measurement

In this paper, the questionnaire is designed by 5 Likert scale. The items of each variable referred to the mature scale in the existing literature, and finally developed 19 observational variables, as shown in table 1 below:

Table 1 Measurement items and sources

Variable	Item	Source
Information value	For me, the positive energy information is useful.	De Vries & Carlson(2014)
	For me, the positive energy information is practical.	
	For me, the positive energy information convenient and easy to read.	Papachariss (2000)
	For me, the transmission of the positive energy information is timely.	
Emotional value	Accepting positive energy information makes me attain spiritual satisfaction.	Sweeney& Soutar(2001)
	Accepting positive energy information makes me feel excited.	De Vries & Carlson(2014)
	Accepting positive energy information makes me get happy experience.	
Human value	Positive energy promoter is worth trusting	Filieri(2015)
	Positive energy promoter is keen to spread the positive	Self-developed

	Positive energy sponsor affect my attitude towards the positive energy.	DeCarlo&Leigh (1996)
Social value	Accepting positive energy information helps me maintain and improve interpersonal relationship.	Sweeney& Soutar(2001)
	Accepting positive energy information helps me establish a good social image.	
	Friends and colleagues are focusing on the positive energy information.	Venkatesh (2003)
Information-focused behavior	I often search positive energy information.	Tao Wang&Haijun Wang (2008)], Junjie Zhou(2015)[i]
	I often read positive energy information.	
	I often collect positive energy information.	
Information interaction behavior	I often give a like to positive energy information.	Heinonen(2011) Gatautis(2012)
	I often make a comment to positive energy information.	
	I often forward positive energy information.	

4.2 Measurement

We received positive energy spread on social network questionnaire survey research object, a total of 325 questionnaires. Will answer obvious contradiction, all answers are consistent and questionnaire before and after time too short to remove questionnaire as invalid questionnaire, ultimately determine the effective questionnaire 297, effective rate was 91.38%.Descriptive statistics analysis results see table 2:

Table 2 Sample characteristics

Variable	Options	Frequency	Proportion(%)
1.Gender	Males	160	53.9
	Females	137	46.1
2.Age	<20	47	15.8
	20-30	151	50.8
	31-40	58	19.5
	>40	41	13.8
3.Education	Undergraduate below	13	4.4
	Undergraduate	122	41.1
	Master	145	48.8
	Ph.D	17	5.7

5. Results

By SPSS15.0 and Amos21.0, this paper gets the result of questionnaire’s reliability and validity The overall sample ’s Cronbach α coefficient is 0.916.Each variable items’ Cronbach α coefficient is measured, the results are shown in table 3 below:

Table 3 The result of reliability and validity

Variable	Items	Cronbach ’s α	Cumulative interpretation rate %	Loadings	KMO	AVE	CR
Information value	IV1	0.902	77.86	0.897	0.799	0.706	0.901
	IV2			0.889			

	IV3			0.856			
	IV4			0.887			
Emotional value	EMV1	0.842	76.34	0.838	0.705	0.655	0.850
	EMV3			0.907			
	EMV4			0.874			
Human value	HV1	0.832	75.03	0.874	0.718	0.623	0.834
	HV2			0.882			
	HV3			0.842			
Social value	SV1	0.865	79.11	0.865	0.712	0.791	0.919
	SV2			0.922			
	SV3			0.880			
Information-focused behavior	IFB1	0.772	69.68	0.871	0.670	0.562	0.792
	IFB2			0.866			
	IFB3			0.762			
Information interaction behavior	IIB1	0.718	63.98	0.785	0.676	0.640	0.842
	IIB2			0.792			
	IIB3			0.822			

As shown above, all variables' Cronbach a coefficient are greater than 0.7. The design of the questionnaire is relatively reliable.

KMO test and Bartlett spherical test are performed on the observed variables to detect the structural validity among the potential variables. The overall KMO value is 0.876, which is greater than 0.7. So it is suitable to make factor analysis; Measured variables can be seen from table 3, each variable's KMO value is close to 0.7, and the cumulative interpretation rate of each variable is greater than 50%. In conclusion, the indexes meet the requirement of measurement.

According to the loadings of each observed variables, this paper calculate the average of the measured variables in consolidating the extracted variance (AVE) and composite reliability (CR) to verify the convergent validity of the questionnaire. AVEs are all in 0.5 above, CRs are all greater than 0.8. Therefore, it can be seen that all the measured variables in this model have high convergent validity.

In addition, the result of discriminant validity analysis as is shown in table 4. Where, the data on the diagonal is the AVE value of each variable, and the other data is the correlation coefficient of each variable fitted through Amos21.0 software modeling. According to the calculation results in the following table, the AVE value of each variable is greater than the square of the correlation coefficient between itself and other variables. Therefore, the discriminative validity among variables in the research model has a good level.

Table 4 The result of discriminant validity analysis

Items	IV	EMV	HV	SV	IFB	IIB
IV	0.706					
EMV	0.100	0.655				
HV	0.132	0.348	0.623			
SV	0.159	0.267	0.181	0.791		
IFB	0.422	0.313	0.149	0.105	0.562	
IIB	0.160	0.334	0.292	0.347	0.253	0.640

Adopting the method of structural equation model to make path analysis. The analysis results are shown in figure 2 below:

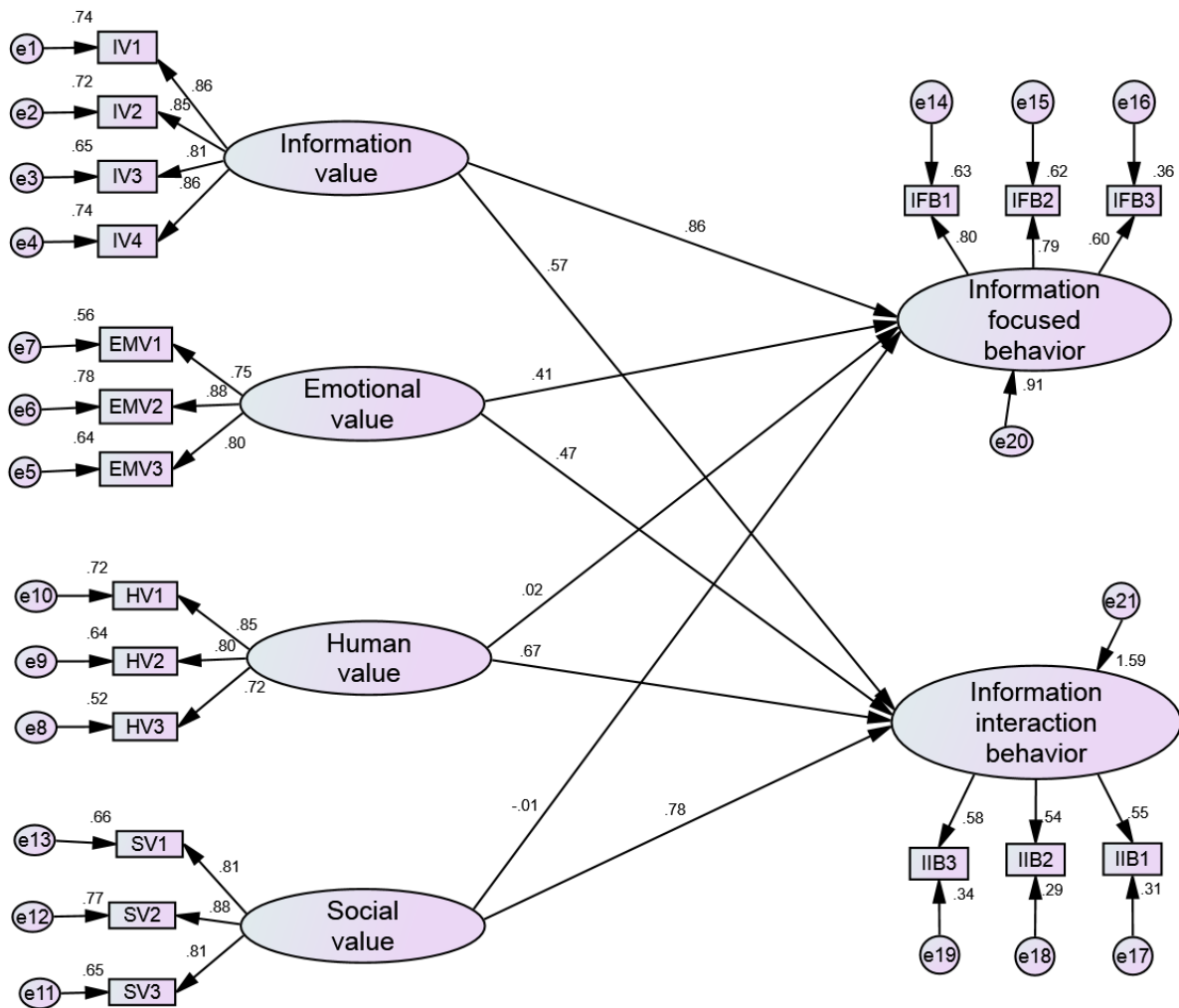


Figure 2 Standardized model estimates

The path regression coefficient and related parameters among the variables of the model are shown in the following table 5:

Table 5 Standardized regression weights

Hypothesis	Path	Result	Estimate	S.E.	C.R.(t)	P值
H1	IV—>IFB	Establish	0.862	0.058	14.913	***
H2	IV—>IIB	Establish	0.566	0.027	10.943	***
H3	EMV—>IFB	Establish	0.415	0.042	8.842	***
H4	EMV—>IIB	Establish	0.466	0.023	9.404	***
H5	HV—>IFB	Not	0.02	0.041	0.494	0.622
H6	HV—>IIB	Establish	0.666	0.034	10.14	***
H7	SV—>IFB	Not	-0.013	0.033	-0.335	0.738
H8	SV—>IIB	Establish	0.782	0.029	11.696	***

The P value of H5 and H7 are greater than 0.05, the results are not significant, so the two hypotheses fail; H1, H2, H3, H4, H6 and H8 establish successfully.

Hypothesis H5 "The human value perception of positive energy has significant influence on users' information-focused behavior." failed, the reasons could be: Firstly, when users are exposed to positive energy information, they are usually first attracted by the "appearance" of positive energy

such as the title content and decide whether to read the positive energy content and the time and energy they invested. In this process, most users are in contact with the transmitter of positive energy rather than the initiator of positive energy, and they need to pay attention to certain information to master some effective information of the initiator. Compared with the initiator of positive energy, the intermediary communicator of positive energy can more directly reach the user and establish contact with the user. In this case, based on the trust of the communicator's cognitive ability and their intimate relationship with each other, the user will ignore the effect of the initiator of positive energy on their behavior of information attention. Secondly, when users perceive that the initiator attaches great importance to positive energy or that the initiator plays an important role in the process of attention, they will tend to further accept communication interaction to give response feedback and express support attitude, rather than stay in the behavior level of information-focused. Thirdly, users can directly interact with the pseudo-thumb up behavior, without information-focused so as to satisfy its own needs.

Hypothesis H7 "The social value perception of positive energy has significant influence on users' information-focused behavior." failed, the reasons could be: The information-focused behavior on positive energy, such as information searching, reading and collecting, is a one-way behavior that exists independently of other behaviors, and is sent out by oneself. The beginning and end of a behavior is entirely up to the user and is relatively subjective. Users in social networking do not need to make additional responses to attentional behaviors. While the influence of social value to positive energy focuses on users' need for social interaction with others in order to satisfy their relationship maintenance and image building. Therefore, the social value which focus on the motivation of interactive behavior cannot significantly influence the one-way information-focused behavior. If users perceive enough social value in the positive energy, they will rush to get social interaction to instead of making efforts in the behavioral level of information-focused behavior.

6. Conclusion and Suggestion

By building a research model and data analysis, this paper finds that: (1) Information value and Emotional value can affect users' Information-focused behavior significantly, but Human value and Social value can't; (2) Information value, Emotional value, Human value and Social value all can affect user's Information interaction behavior significantly; (3) Information value and Social value have great effect on user's acceptance behavior. Therefore, in order to expand user's acceptance to the positive energy, we must realize the importance of user's perceived value.

For the initiator (party) of positive energy in social networking, the following points should be paid attention to:

- (1) By optimizing the content of the positive energy information quality, enriching the manifestation of positive energy, improving the transmission efficiency and improving the usefulness and practicality of positive energy, thus improve the level of user perception of information value, so as to improve the level of information-focused behavior.
- (2) Spread positive energy with the help of proper redskins and stars. Attract the emotional response of the fan market, gather positive energy audiences, trigger the emotional resonance of users, improve the spiritual experience of users, and thus enhance the dissemination and acceptance of positive energy information.
- (3) Cultivate the connection with fans and friends, increase the power and influence of own voice, shape professional image, cultivate users' habit of active attention and dependence on the information, so as to increase the influence entrance to the positive energy.

In addition, the social networking platform s should pay attention to the following points:

- (1) The operation and maintenance of social network platform should ensure the autonomy and accessibility of users' behaviors on the platform, ensure the openness and transparency of positive energy information, ensure the interests of users, and build a convenient, fast and safe information platform for users, so as to ensure the smooth and effective acceptance behavior made by users.

According to different levels of information content, a hierarchical operation mode should be set up to carry out refined operation, so as to help social network platforms to disseminate positive content and influence user behavior in a targeted and effective way according to the needs of real situations.

(2) Social networking platform should pay attention to building information display mechanism and improving the quality of system, set up the spam blocking algorithm, eliminate low quality information. Build the image which is suitable for the social networking to spread positive energy, and thus enhance user's confidence and sense of identity to the platform.

(3) Social network platforms also need to improve their popularity to improve their social influence and increase users' dependence on the platform and their emotional preference, which can increase the possibility for users to pay attention to positive energy information and interact with information, thus affect users' subsequent behaviors.

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