



Research on the Factors Influencing the Participation Intention of Tiktok Information Flow Advertisers Based on Perceived Value Theory

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Abstract. In 2017, Tiktok took the lead in introducing native information stream advertising. With advanced data tracking technology and recommendation algorithms, Tiktok information stream advertising not only has the advantages of large exposure, rich forms, good user experience, strong fragmentation, and high immersion, but also can achieve personalized push of “thousands of people and thousands of faces”, which stands out from many types of advertising and is favored by advertisers. However, in actual operation, due to the lack of necessary understanding of users’ advertising psychology and behavior, there is a phenomenon of blind advertising by advertisers, resulting in a huge waste of marketing costs. This research takes Tiktok information stream advertising as the research object, based on the perceived value theory, from the perspective of user perception, and by means of trade-off theory, deeply discusses the impact mechanism of various factors of perceived gains and losses on users’ willingness to participate in advertising, builds a theoretical model and conducts empirical tests. Based on the research, relevant conclusions are drawn, and relevant suggestions are put forward for Tiktok APP platform, brands and advertising agents to optimize Tiktok information flow advertising strategy.

Keywords: Tiktok information flow advertisement · Perceived value · Willingness to participate

1 Introduction

Information flow advertising is a new form of advertising. It refers to the original advertising that users actively push and mix with Internet products in the social media content stream when using Internet products [1]. Because of its advantages such as leading algorithm, rich form, accurate orientation, and good user experience, it is favored by advertisers and has become the most significant form of online advertising market growth. Now, as a new portal of mobile Internet traffic value, Tiktok has become the main battlefield of marketing in the new era, and “Tiktok +” has also become a new standard configuration and must answer question of brand marketing. However, in actual operation, due to the lack of necessary understanding of users’ advertising psychology and

behavior, there is a phenomenon of blind advertising by advertisers, resulting in a huge waste of marketing costs [2]. On the basis of existing theories on users' willingness to participate in advertising and perceived value, this paper comprehensively combs out the actual factors that affect users' willingness to participate in Tiktok information flow advertising [3], and builds a theoretical model of the relationship between Tiktok information flow advertising users' perceived gains, perceived losses, perceived values and willingness to participate based on the perceived value theoretical model (VAM). The research conclusions can also provide corresponding practical suggestions for the advertising of brand names and Tiktok platform [4].

2 Research Hypothesis and Model Construction

User perceived value is essentially the user's evaluation of whether the things they participate in can meet their own needs. Perceived value mainly includes two aspects: first, perceived gain, which comes from the expected benefits of products for customers; The second is perceived profit and loss, which means that users pay for purchasing goods and participating in activities, including product prices in monetary form and energy loss in non monetary form [5].

Based on the collation and analysis of relevant literature research results, combined with innovative thinking on the characteristics of Tiktok information flow advertising and marketing scenarios, this study comprehensively combs the actual factors that affect users' willingness to participate in Tiktok information flow advertising from the perspective of user perceived value (perceived gains and losses), and puts forward relevant assumptions.

2.1 Perceived Gain, Perceived Value and Willingness to Participate

In this paper, perceived gains refer to the sum of material gains and spiritual gains obtained by users in the process of participating in Tiktok information flow advertising, including information, entertainment, interactivity, sociability and other benefits and returns brought by Tiktok information flow advertising.

- 1) Perceived Informationality refers to the user's perception of whether the video content and information of the information flow advertisement are valuable and whether they can realize their certain needs [6].
- 2) Perceived entertainment refers to the user's pleasant, interesting or attractive perception experience when browsing Tiktok information stream advertisements.
- 3) Perceived ease of use refers to the user's perception of the ease of operation of Tiktok information flow advertising participation behavior and the ease of understanding of advertising content.
- 4) Perceived interactivity refers to the perception that users participate in the interactive experience of Tiktok information flow advertising behavior, such as user control, mutual communication, etc.
- 5) Perceived accuracy refers to the matching degree between the enterprise's marketing behavior and its own needs that consumers perceive subjectively.

- 6) Perceived consistency refers to the degree to which users perceive the consistency between Tiktok information flow advertising content and Tiktok app content, platform tonality, and actual product functions.
- 7) On the Tiktok information stream advertising page, users can socialize through ad likes, comments, forwarding, and collections, and realize real-time interaction of advertising communication [7].
- 8) Advertising reward is a means to stimulate consumption, which to some extent promotes users to actively participate in advertising and consume [8].

2.2 Perceived Gain and Loss, Perceived Value and Willingness to Participate

User perceived profit and loss refers to the total amount of effort and expenditure that users feel in the process of participating in Tiktok information flow advertising, including economic loss, time cost, energy loss, health loss, etc.

- 1) Perceived risk refers to that when users receive information flow advertisements, they will be under pressure from three aspects: data risk perception, money risk and false loss of content [9].
- 2) Perceived interference refers to the degree of unpleasant or temporary aversion that users perceive that Tiktok information stream advertisements interfere with their normal browsing of other videos.
- 3) Perceived cost refers to the cost incurred by users in browsing Tiktok information flow advertisements, mainly referring to time cost and traffic cost [10].

2.3 Perceived Value and Willingness to Participate

In this study, perceived value is defined as the result evaluation of users' perceived gains and losses of Tiktok information stream advertising, which is the best value perception judgment after users weigh the gains and losses.

2.4 Mediation of Perceived Value

In the value acceptance model built by Kim (2007), perceived value is the intermediary variable in the model, and positively affects users' willingness to use the mobile Internet; Li Yan (2017) pointed out that perceived value plays a significant intermediary role between various influencing factors and college students' MOOC adoption intention; Zhang Sujie (2019) pointed out that in online cause related marketing activities, user perceived value has a positive impact on user acceptance, and perceived value plays an intermediary role in the model.

3 Questionnaire Design and Analysis

3.1 Questionnaire Design

This research is mainly conducted by online questionnaire, which is mainly composed of three parts.

The first part mainly investigates the user's basic personal information, including the user's gender, age, occupation, education level, monthly disposable income, etc., so as to better construct the basic information of the sample and analyze the difference of demographic variables;

The second part is mainly to investigate users' viewing habits and preferences (such as advertising product type, content, form, push frequency, etc.) about Tiktok information stream advertisements;

The third part is to investigate the influencing factors of users' willingness to participate in Tiktok information stream advertising, including perceived information, perceived entertainment, perceived ease of use, perceived interaction, perceived accuracy, perceived consistency, perceived sociability, advertising rewards, perceived risk, perceived interference, perceived cost, perceived value, etc. The Likert 5-level scale is adopted, in which "1" represents very disagreement, "2" represents disagreement, "3" represents average, "4" represents agreement, and "5" represents very agreement. In order to ensure the effectiveness of the scale, the scale constructed has drawn on previous studies and made corresponding adjustments according to the research situation. See Appendix 1 for specific measurement standards.

3.2 Test of Intermediary Effect of Perceived Value

The results of correlation analysis showed that all the variables involved in this study had significant correlation, which met the preconditions of the intermediary effect test. In order to test the intermediary effect of intermediary variables on the path of independent variables and dependent variables, the process plug-in in SPSS 24.0 is used to test the path, and the bootstrap method is used to test the intermediary effect.

Using variables of perceived gains and losses as independent variables, willingness to participate as dependent variables, and perceived value as intermediary variables, the intermediary effect of perceived value between variables of perceived gains and losses and willingness to participate is tested, as shown in Table 1.

Table 1. Summary of perceived value mediation test results

	a*b (Intermediary effect)	c' Direct effect	Inspection conclusion
Perceived Informativeness	0.0292	0.0125	Complete intermediation
Perceived entertainment	0.0112	0.0729*	Not significant
Perceived ease of use	0.0192	0.0169	Not significant
Perceived interactivity	0.0323	0.1027*	Partial intermediation
Perception accuracy	0.0501	0.0989*	Partial intermediation
Perceived consistency	0.0379	0.055	Partial intermediation
Perceived sociability	0.0459	0.1525*	Partial intermediation
Advertising awards	0.0145	0.0408*	Partial intermediation
Perceived risk	-0.0225	-0.0575*	Partial intermediation
Perceived interference	0.0081	-0.1203*	Not significant
Perceived cost Perceived value	0.0075	-0.0809*	Not significant

4 Conclusion

Based on the theory of perceived value and from the perspective of user perception, this research deeply discusses the impact mechanism of various factors of perceived gains and losses on users' willingness to participate in advertising by means of trade-off theory, and constructs a theoretical model and conducts empirical tests. The results show that:

- 1) Perceived entertainment, perceived interaction, perceived accuracy, perceived consistency, perceived sociability, and advertising rewards have a significant positive impact on users' willingness to participate in advertising. Perceived risk, perceived interference and perceived cost have significant negative effects on users' willingness to participate in advertising;
- 2) Perceived information, perceived interaction, perceived accuracy, perceived consistency, perceived sociability, and advertising rewards have a significant positive impact on users' perceived value of advertising. Perceived risk has a significant negative impact on users' perceived value of advertising;
- 3) Advertising perceived value has a significant positive impact on users' willingness to participate in advertising;
- 4) Perceived value plays a complete intermediary role between perceived information and users' willingness to participate in advertising, and a partial intermediary role between perceived interactivity, perceived accuracy, perceived consistency, perceived sociality, advertising reward, perceived risk and users' willingness to participate in advertising, while the intermediary role between perceived entertainment, perceived ease of use, perceived interference, perceived cost and users' willingness to participate in advertising is not significant.

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