Factors Affecting Users’ Release Behavior Intention Based on WeChat Innovation Platform: An Exploratory Study

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ABSTRACT
WeChat is a typical representative of mobile media technology, which changes the way people live and work. This paper explores influence factors of users’ release behavior intention, from the perspective of recessive perception factors of technology acceptance and obvious factors of task technology fit based on the integration theory of Motivation Model theory (MM) and Need-Technology Fit theory (NTF). Some suggestions are put forward to improve users’ behavior intention and actual behaviors, to provide the reference for the optimization of mobile social media information technology.

KEYWORDS
Behavior Intention, Influence Factors, Motivation Theory, WeChat

INTRODUCTION
The application of social media technology is becoming more and more popular. Social media blurs the boundaries between the media and the audience. WeChat integrates the application of chat, text messaging, voice, payment, Email and SNS, as one of social media, which makes asynchronous communication become more convenient. The close match with User needs and WeChat technology makes WeChat more popular, and its user stickiness improves continuously.

Different individuals have different adoption intentions and demands for WeChat. Users’ differences in demands of WeChat’s usage lead to different degree of demand on different functions for WeChat, which is the challenge for WeChat’s provider. How to improve user experience and meet users’ needs in order to enhance user stickiness becomes the problem the provider faces. This paper hopes to clarify influence factors of users’ behavior intention on WeChat innovation platform through empirical research.

RELATED THEORIES
The theory of technology acceptance and task technology fit theory are two major schools in the study of behavior intention of information systems. They explain users’ behavior intention and usage behavior respectively, but needs empirical test. There are some scholars who integrate two theories

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to study the acceptance of information system. The integrated model has stronger explanatory power and predictive power, which provides the strong theoretical support and guidance for the research on WeChat users’ behavior intention.

In the real life, influence factors of users’ usage behavior for WeChat are intricate, which factors will affect users’ release behavior intention, which are major influence factors through WeChat? This paper studies users’ release behavior intention on WeChat innovation platform based on the integration perspective of Technology Acceptance Model and Need-Technology Fit.

**Technology Acceptance Model**

The technology acceptance model (TAM) was first proposed by Davis in his doctoral dissertation and was developed and improved continually (Ajzen, 1985). In the TAM theory, external factors have the effect on the individual usage behavior of information technology through the influence on perceived usefulness and perceived ease of use two factors finally. TAM model has the strong robustness, which provides a concise model for the following researchers to study information technology acceptance.

**Task Technology Fit Theory**

Task technology fit theory, from the perspective of task characteristics and technical characteristics, studies users’ behavior intention and usage behavior, and focuses on the support degree of information technology to users, and the match degree of technology and task, which are the big differences between task technology fit theory and information technology acceptance theory. The task technology fit theory provides a new perspective for the study of information acceptance and usage.

**MODEL DEVELOPMENT**

**The Proposing of Research Hypothesis**

*The Relationships Among Variables in Motivation Theory Model*

This paper focuses on users’ factors affecting behavior intention in the process of releasing WeChat; motivation factors affecting users’ behavior intention include perceived usefulness and perceived enjoyment; perceived ease of use has the effect on behavior intention (De et al., 2016). Whether the system itself can bring users internal utility or not, such as the sense of enjoyment, which will have an important impact on users’ behavior intention (Zhou et al., 2015). Users’ perceived enjoyment will have the effect on perceived usefulness.

Based on the motivation model, 3 hypotheses are proposed:

**H1:** Users’ perceived usefulness of WeChat has a positive effect on behavior intention for releasing WeChat.

**H2:** Users’ perceived enjoyment of WeChat has a positive effect on behavior intention for releasing WeChat.

**H3:** Users’ perceived enjoyment of WeChat has a positive effect on perceived usefulness.

*The Relationships Among Variables in Need-Technology Fit model*

From the perspective of the fit, users’ behavior intention mainly depends on the fit degree between the demand and the task. The need-technology fit depends on users’ need characteristics and the technical characteristics of the system itself. Users’ need characteristics, the system’s technical characteristics
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