

A STUDY OF THE IMPACTS OF PERCEIVED VALUE ON USERS'WILLINGNESS TO CONTINUE PARTICIPATION BASED ON THE PERSPECTIVE OF ONLINE CAUSE-RELATED MARKETING *

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Abstract

At present, with the continuous development of the Internet, companies regard the Internet as an important approach to marketing. Online cause-related marketing activities are brand new marketing activities in which companies use their own online platforms to cooperate with charitable organizations, attracting users to continue participating. The willingness of users to continue participating is an important indicator to measure the success of marketing activities. According to previous studies on the online cause-related marketing, "Ant Forest" is considered as a relatively mature case incorporating the online cause-related marketing activities. Therefore, this thesis takes the users of "Ant Forest" as the survey samples and puts forward the research topic after discussion and analysis. This thesis uses literature analysis to divide perceived value into four dimensions including perceived entertainment, perceived usefulness, perceived ease of use, and social influence. Through empirical research, it is found that social influence continues to affect users. Participation willingness has a significant positive impact. Perceived usefulness has the smallest positive impact on the willingness of users to participate in the four dimensions. Based on the research results, this thesis provides some suggestions for enterprises to organize online cause-related marketing activities.

Keywords: Perceived Value; Willingness to Continue Participation Intention; Online Cause-Related Marketing.

Introduction

It has been less than 30 years since the model of cause-related marketing was introduced into China, and it is still in the early stage in Asia. The rise of online cause-related marketing has also been in the past few years. This combination of Internet and cause-related marketing activities has been rarely held in China, and only a handful cases of them are eventually successful. "Ant Forest", which is sponsored by Alibaba Group's company Alipay Network Technology, is one of the few successful examples. "Ant Forest" uses the popularity and timeliness of the Internet, combined with the social influence of Internet and the entertainment of games, to achieve the goal of promoting the normalization of people's public welfare. In this context, this article will explore the impact of users' perceived value on the Willingness to Continue Participation Intention of users in the perspective of online cause-related marketing. We hope to provide management guidance supported by data for companies who plan to hold online cause marketing activities in the future. The supporting management guidance can provide users with corresponding services more accurately, so as to achieve the purpose of increasing users' Willingness to Continue Participation Intention.

* Received: July 28, 2022; Revised: September 1, 2022; Accepted: December 31, 2022

Objectives

This article mainly focuses on the following questions: First, in the perspective of online cause-related marketing, which dimensions of the perceived value mainly affect users' Willingness to Continue Participation Intention? Secondly, how deeply do the various dimensions of the users' perceived value affect Willingness to Continue Participation Intention? Last but not least, how should companies organize online cause-related marketing activities to achieve the purpose of increasing users' Willingness to Continue Participation Intention?

Mate and Method

1. Literature review

At present, there are fewer researches on perceived value and Willingness to Continue Participation Intention, and the targeted users are very different in age and profession. Zhao Wenjun (2017) focuses on netizens on social platforms and studies their Willingness to Continue Participation Intention from the perspective of perceived value. Combined with a large amount of literature, he believes that the perceived value of platform users nowadays is mainly manifested in social value, emotional value and information value. This article is a quantitative study. Due to the reference of a lot of literature, the analysis of influencing factors is relatively comprehensive. However, there is insufficient research data to support its conclusions. Yin Meng (2017) conducted an empirical study on the willingness of Weibo users to continue participating in related topics based on the perceived value. He thought that satisfaction is the main factor that affects users' continued participation in Weibo topics. Perceived value and expectation confirmation are considered secondary factors. The author uses the expectation confirmation model as the theoretical model, which has a good enlightening effect on the researches afterwards. But The scope of the research object of this document is narrow, and the conclusions obtained are only applicable to a smaller range. Ren Zhuoyi (2020) also researches online people, exploring the degree of impact of perceived value on users' continued use of APP. He deems that hedonic demand can positively affect user participation and then significantly influence the willingness of users to continue participating. In his research, the number of interviewees is rather large, and most of them are young people from universities. They are quite in line with the characteristics of the people targeted by online cause-related marketing, which is of great reference value for the research content of this article. Shi Yuntao (2021) believes that both the functional value perception and cost perception of team members will directly and significantly affect their willingness to continue participating in the mutual aid group. This scholar uses the rational behavior model as a reference model. And he uses both SPSS and Smart PLS for statistical analysis and hypothesis testing, which have a high reference value for this article in terms of data analysis. However, he only collects relevant information about mutual aid groups in the Suzhou area. It has little effect on the study of perceived value and Willingness to Continue Participation Intention. Besides, the mutual aid group model is in the initial stage of construction, so the conclusions obtained may be biased.

In summary, the academic background and research methods of the researches are different, leads to distinct research objects and research background of perceived value and Willingness to Continue Participation Intention. However, combined with various literature, they are all helpful to this article in different directions. Since the research perspective of this article is online cause-related marketing, based on the relevant characteristics of this perspective, through sorting, learning and summarizing the existing literature, this article

divides the perceived value into four dimensions. They are social influence, perceived usefulness, perceived entertainment, and perceived ease of use. According to this, this article studies their impact on Willingness to Continue Participation Intention, then constructs the theoretical model. Through empirical research and data analysis, this article provides a reference data and idea for the future operation of online cause-related marketing games.

2. Research hypothesis

Bhattacherjee (2001) in the research on information system, based on previous operating experience, believes that the system can meet its own needs. Therefore, he concludes that the perceived usefulness of users is that the system is useful to users. In the research of the social shopping community, Yang Shufen (2019) indicates that the higher users' perceived usefulness can positively affect users' satisfaction, thereby strengthening the users' willingness to participate in activities. She believes that the users' satisfaction and perceived usefulness are influencing factors of Willingness to Continue Participation Intention. In summary, combined with scholars' research conclusions on perceived usefulness and Willingness to Continue Participation Intention, it is believed that the game "Ant Forest" not only allows young users to achieve charitable purposes on the way of playing, but also allows them to communicate with each other through activities, further increase the willingness of users to continue participating. Based on the above analysis, this article proposes the following hypothesis:

H1: Perceived usefulness will positively affect Willingness to Continue Participation Intention of users in online cause-related marketing.

Xu Xiao (2015) studied the willingness of users to keep using mobile social apps. Taking WeChat as an example, he introduced the conversion cost based on user experience to explore the internal mechanism that affects the users' willingness to continue using mobile apps. Through empirical research, he believes that the perceived ease of use and perceived usefulness are both the main factors that increase the Willingness to Continue Participation Intention. Xu Xiangdong (2019) studied the relationship between perceived value and users' willingness to continue using the library's mobile services through empirical research method. He deems that if the operation of this service becomes simple, users' willingness to use will become stronger. Combining Xu Xiao and Xu Xiangdong's research conclusions on perceived ease of use and Willingness to Continue Participation Intention, this article proposes the following hypothesis:

H2: Perceived ease of use will positively affect users' Willingness to Continue Participation Intention in online cause-related marketing.

Kim (2005) defined perceived entertainment as intrinsic emotional benefits. In the study of the degree of users' use of the Internet, they verified that perceived entertainment is one of the main factors that determine the willingness of users to use. Niancheng (2017) studied the role of users' perceived value in the adjustment of Willingness to Continue Participation Intention and user innovation. He divided the perceived value into three dimensions: perceived functionality, perceived symbolism, and perceived entertainment. People who feel happy in the process of accepting product will be easier to continue using than those who have not experienced happiness. And via empirical research, it is found that the users' perceived entertainment to innovative products positively affects the users' willingness to continue participating. According to the relevant literature of scholars, it is believed that through increasing the entertainment of activities by different ways of participation, users can feel psychologically happy after participating in these activities. This

entertainment of users has a great influence on the Willingness to Continue Participation Intention of them. Based on the above analysis, this article proposes the following hypothesis:

H3: Perceived entertainment will positively affect users' Willingness to Continue Participation Intention in online cause-related marketing.

Viswanath (2000) measured the social impact of perceived value based on the UTAUT model. He defined social impact as whether the member of this social group in the process of using the product was affected by relatives and friends. This article considers that social influence is the proportion that users believe in their social circle, people who agree to participate in online cause-related marketing. In detail, in the user's social circle, the more people who participate in online cause-related marketing activities or the more people who think they should participate, the stronger the users' willingness to continue participating. Based on the above analysis, this article proposes the following hypothesis:

H4: Social influence will positively affect users' Willingness to Continue Participation Intention in online cause-related marketing.

On the basis of the research theme of this article and the collation of the above literature, the article deems that the four dimensions of perceived value have the possibility of affecting users' Willingness to Continue Participation Intention, they are perceived entertainment, perceived ease of use, perceived usefulness, and social influence. Based on this, this article constructs the research model below.

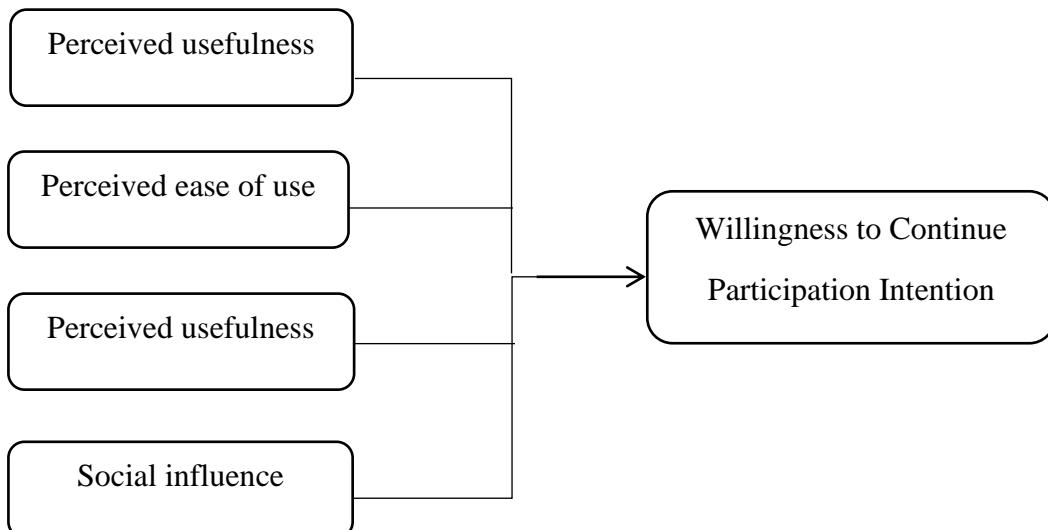


Figure 1 Research Model

Results and Discussion

1. Descriptive statistical results

Through the analysis of effective samples, it is found that in the gender distribution of the samples, the amount of women is more than men. And the total number of women is 192, accounting for 53.3%. 62.5% of the samples concentrate in the range of 18-24 years old. The sample academic qualifications are mainly concentrated in undergraduates, accounting for

49.2% of the total. The sample uses "Ant Forest" for an average time. The average weekly usage frequency of the samples is mainly concentrated in the 8-14 times, accounting for 43.1% of the total. The above sample comes from the author's survey.

Table 1 Population frequency distribution

Name of name	Options	Frequency	Percentage (%)	Cumulative percentage (%)
Gender	Female	192	53.3	53.3
	Male	168	46.7	100.00
Age	Under 18 years old	4	1.1	1.1
	18-24 years old	225	62.5	63.6
	Over 24 years old	131	36.4	100
Education	High school and below	19	5.3	5.3
	Technical secondary school and college	121	33.6	38.9
	Undergraduate college	177	49.2	88.1
	Postgraduate and above	43	11.9	100

Table 2 Population frequency distribution

Name of name	Options	Frequency	Percentage (%)	Cumulative percentage (%)
Usage time	Within half a year	82	22.8	22.8
	Within half a year to one year	116	32.2	55
	Within one year to two years	80	22.2	77.2
	Above two years	82	22.8	100
Weekly frequency	1-7 times	117	32.5	32.5
	8-14 times	155	43.1	75.6
	15 times	88	24.4	100

2. Correlation analysis results

Table 3 Pearson related inspection

Willingness to Continue Participation Intention of users		
Perceived usefulness	Correlation coefficient p value	0.521** 0.000
Perceived ease of use	Correlation coefficient p value	0.478** 0.000
Perceived entertainment	Correlation coefficient p value	0.468** 0.000
Social influence	Correlation coefficient p value	0.508** 0.000
p <0.05** p <0.01		

The Pearson correlation test is used to study the correlation between Willingness to Continue Participation Intention of users and perceived usefulness, perceived ease of use, perceived entertainment, and social influence. The above table shows that the correlation between perceived usefulness and Willingness to Continue Participation Intention is 0.521. The correlation between perceived ease of use and Willingness to Continue Participation Intention is 0.478. The correlation between perceived entertainment and Willingness to Continue Participation Intention is 0.468. The correlation between social influence and Willingness to Continue Participation Intention is 0.508. And the above four items are all significant at the 0.01 level. Therefore, it indicates that perceived usefulness, perceived ease of use, perceived entertainment, and social influence all positively affect users' Willingness to Continue Participation Intention.

Assumption verification

1. Regression analysis

Perceived usefulness, perceived ease of use, perceived entertainment, and social influence are used as independent variables, and Willingness to Continue Participation Intention is used as the dependent variable for linear regression analysis. From the table below, it shows that the value of R^2 of the dependent variable is 0.481, and the adjusted ΔR^2 value is 0.460, indicating that the model fits well after adding the demographic control variables. And the interpretation rate of the model has increased by 46%. It also shows that 46% of the changes in the users' Willingness to Continue Participation Intention can be explained by four independent variables. The analyzed data shows that the F value is 23.125, and the independent variable is significant at the level of 0.01, which proves that there is no multicollinearity in the regression model. The formula of the model is: Willingness to Continue Participation Intention = 1.091 + perceived usefulness * 0.076 + perceived ease of use * 0.216 + perceived entertainment * 0.250 + social influence * 0.301.

Table 4 Linear regression

Constant	Non-standardized coefficient		Standardized coefficients Beta	t	p
	B	Standard error			
constant	1.091	0.323	-	3.375	0.001
Perceived usefulness	0.065	0.089	0.076	0.726	0.047
Perceived ease of use	0.210	0.081	0.216	2.606	0.011
Perceived entertainment	0.210	0.099	0.250	2.120	0.037
Social influence	0.275	0.098	0.301	2.809	0.006
Dependent variable : Willingness to Continue Participation Intention $R^2 = 0.481$, $\Delta R^2 = 0.460$ after adjustment $F = 23.125^{***}$					

2. Validation results

The results of regression analysis can be drawn:

The regression coefficient of perceived usefulness is 0.065 ($t=0.726$, $p=0.047<0.05$), that is, perceived usefulness has a significant positive effect on Willingness to Continue Participation Intention.

The regression coefficient of perceived ease of use is 0.210 ($t=2.606$, $p=0.011<0.05$), that is, perceived ease of use has a significant positive impact on Willingness to Continue Participation Intention.

The regression coefficient of perceived entertainment is 0.210 ($t=2.120$, $p=0.037<0.05$), that is, perceived entertainment has a significant positive effect on Willingness to Continue Participation Intention.

The regression coefficient of social influence is 0.275 ($t=2.809$, $p=0.006<0.01$), that is, social influence has a significant positive influence on Willingness to Continue Participation Intention.

In summary, it can be drawn that the four independent variables of perceived usefulness, perceived ease of use, perceived entertainment, and social influence all have significant positive effects on users' Willingness to Continue Participation Intention. And the four independent variables are ranked from high to low in terms of the significance of the influence on the Willingness to Continue Participation Intention. They are social influence, perceived entertainment, perceived ease of use, and perceived usefulness.

Conclusion

By analyzing the research results, the author believes that to increase the willingness of users to participate in online cause-related marketing, the marketing needs to be improved

to varying degrees according to the influencing factors. Therefore, this study is mainly based on the perspective of the enterprise, combined with the impact of the four dimensions to make recommendations. Due to the accurate data, the feasibility of recommendations is effectively improved. Through the empirical results, the author got the following four points of inspiration:

1. According to the results of empirical research, it can be found that perceived usefulness is the performance of functional value in perceived value and the overall value obtained by users after participating in the activity. Generally speaking, users recognize that the activity is "useful" and will continue to participate in the activity. Hence, this article proposes the following suggestions for perceived usefulness: First, companies should conduct adequate market research to fully understand current social policies before holding activities. They can customize activities according to the policies to strengthen users' perceived usefulness. Second, companies should pay attention to the needs of users for the activities in real-time, and improve the online cause-related marketing activities according to the needs. Third, after the activities are held for a period, companies should continue to strengthen publicity. It is best to cooperate with the government to increase users' recognition of the authenticity of the activities.
2. Perceived entertainment has a significant impact on the Willingness to Continue Participation Intention in the four dimensions of perceived value. This is because perceived entertainment is the expression of emotional needs in perceived value and it is an indispensable factor for the success of the activities. Therefore, this article proposes the following suggestions for the perceived entertainment: First, young people need to relax after work or study, and activities with more entertainment elements can help people relax their nervous mood. Thus, companies need to enable users to participate in activities in a pleasant and relaxing environment, so that users can increase their willingness to continue participating. Second, when designing activities, companies can add some entertaining mini-games. It can greatly increase the fun of the activities without affecting the nature of the network cause marketing activities, allowing users to enjoy a pleasant environment. Third, companies should provide independent background music for the activities. Unique and pleasant music can promote users to understand the content of the activities and improve comfort.
3. Perceived ease of use is the performance of the convenience value in the perceived value, which has a significant positive impact on the Willingness to Continue Participation Intention of users. Consequently, this article proposes the following suggestions for perceived ease of use: First, "Ant Forest" has accumulated nearly 550 million users in five years because of its simple operations that are suitable for all ages. Hence, when companies implement activities, they should fully consider the ease of use of the products. In short, they should reduce the difficulty of operation to increase the audience of activities. Second, it can take advantage of the users' "fragmented" time, integrate the users' time, and increase the users' activity time. Third, list the auxiliary settings and game requirements, try to ensure that users can easily understand the usage information of the activities. Companies should publish the instructions when the user participates in the activity for the first time, using text and animation to explain the situation for different types of users.
4. Social influence is the significant factor that has the most significant positive impact on the Willingness to Continue Participation Intention of users in the four dimensions of perceived value. Therefore, this article proposes the following suggestions for social

influence: First, companies need to cooperate with related well-known non-profit groups to enhance the effect of the social impact of the activities. Second, companies should increase the transparency of activities, mobilize users to participate in the monitoring of the flow of funds. This can improve the credibility of companies and enhance users' awareness of activities. Third, companies should provide a certain level of sociality in the event, so that users can form a strong information exchange. After users experience the fun of social interaction in the game, they recommend it to relatives and friends. This way of communication will eventually form a social influence.

Acknowledgement

This research was successfully funded by International Chinese College, Master of Business Administration, Rangsit University. This article is completed under the careful guidance and hard work of my tutor Professor Yunlong Duan. I was deeply affected by his decent behavior and profound knowledge. Because of such a teacher like him, even though there are a lot of difficulties on the way of my study, I can still make progress. I would like to take this opportunity to express my deep respect and heartfelt thanks to the instructor.

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