

# Chinese Urban Newspapers New Communication Platform User Stickiness Influencing Factors: Taking Qianjiang Evening Newspaper as an example

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## Abstract

Media convergence begins with digitalization and ends with intelligence, which mainly includes content convergence, channel convergence, platform convergence, administration convergence and management convergence. Chinese media convergence has been in the deep convergence period. One of the most important things to put forward deep convergence is establishing mobilization first, building up our own mobile communication platform and occupying the commanding height of guiding public opinion, guiding thought, inheriting culture and offer people service. In China, urban newspapers once promoted newspapers prosperity for 20 years. Nowadays urban newspapers compared with party newspapers hardly has financial supports and depends on markets for development. Urban newspapers are experiencing more fierce challenges compared with party newspapers. In mobile communication situation, microblog, wechat, news application, short video, broadcast platforms and so on are becoming the channels people receiving information and they are important props for urban newspapers channels changes. Urban newspapers new communication platform offer information and service by mobile terminals, support good user experience and sustain good relations with users. The research is to analyze users stickiness factors by surveys, therefore offer theories thoughts for urban newspapers convergence development.

**Keywords:** user stickiness, Urban Newspaper, Qianjiang Evening Newspaper

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## 1. Concept and connotation of “stickiness”

In biology and chemistry, stickiness is usually a characteristic that is not susceptible to changing its nature. The concept of stickiness in economics is often used to explain such phenomena as cost stickiness, wage stickiness, price stickiness and interest rate stickiness. It mainly refers to these economic variables do not follow the supply and demand, price and other factors change in a timely manner to adjust and change the characteristics. User stickiness in Internet domain, it is a kind of relation strength index between user and particular network services. It is based on receiving and using which can measure new media competitive strength and network services attracting users' capacity.

The concept of stickiness, scholars abroad have different definitions. Paul (1999) thinks stickiness is the capacity to keep consumers and let them come back. Shankar(2003) thinks stickiness is users loyalty and users satisfaction. Davenport(2000) thinks stickiness is the web's capacity of attracting users constant visits. Bush(1999) thinks stickiness depends more on offering different contents and service to unique users. Walter(2007) thinks stickiness is users' retain, letting them visit repeatedly. Koufaris(2004) thinks stickiness comes from trust.

In China, scholars have carried out plenty of researches about varieties of web service stickiness, such as mobile news app, microblog, social website. Wang Haiping(2009) puts forward that stickiness is based on visitors' cognition and emotion, they don't change habits and visit continually when facing shifting pressure. Zhao Guohong(2009) thinks that users stickiness indicates users visit web usually because it meet their own needs. Peng Lan(2015)thinks, the stickiness of media to the user often is formed by the constant consolidation of a series of products and services; Not just one variable, but a function of variables such as content products, community products, service products, interface forms, and user experience. Huang Yuan (2009) thinks stickiness shows stickiness is the degree of user participation in Internet products and the degree of resistance from Internet products.

Although domestic and foreign scholars have two different perspectives on the definition of stickiness, one is from the perspective of attracting users to visit and use the network, the other is from the perspective of users. These two different perspectives show the common stickiness, which reflects the experience of users, the

continuous access and continuous use of the network.

Stickiness is users' loyalty and trust after their pleasure experience. The stickiness of new communication platform of urban newspapers, from the point of view of the media platform, has an invisible adsorption force. It can make users round trip and long stay.

## 2. Urban Newspapers New Communication Platform User Stickiness Model Construction

This study defines stickiness as a kind of continuous use behavior, and user stickiness is a kind of behavior characteristic of users in the process of using new media platform of urban newspapers. The theory of information system use is the theoretical foundation of its formation. The study of user stickiness should also be carried out around the user's intention of continuous use. Bhattacharjee(2001) put forward Expectation Confirmation Model of IS Continuance, ECM-ISC based on Expectation Confirmation Theory, ECT. Through the empirical study, Bhattachjee found that the degree of satisfaction and perceived usefulness of the information system have a significant positive impact on the intention of continuous use of information system users; The level of user's expectation confirmation can indirectly affect the user's intention of continuous use through satisfaction and perceived usefulness.

The influencing factors discussed in the theory of continuous use are the first factors that should be considered in the construction of the model in this study. Based on the expectation confirmation model (ECM-ISC), this study constructs a theoretical model of the influencing factors of users' continuous use intention. Firstly, the factors such as satisfaction, perceived usefulness, expectation confirmation and continuous use intention are considered to influence users' stickiness. In addition, scholars think the stickiness of media is formed by the constant consolidation of a series of products and services such as content products, community products, service products, interface forms, and user experience. Many studies have shown that in the convergence development of urban newspapers, we should hold high the banner of urban newspapers, continue to strengthen the main business, highlight the brand influence of urban newspapers. Wang Haiping(2009) put forward that stickiness is based on visitors' cognition and emotion, they don't change habits and visit continually when facing shifting pressure. Therefore, this study adds four variables: perceived ease of use, perceived interaction, perceived credibility, perceived switching costs.

ECM is a process model, focusing on the backward angle to explain the user's intention and behavior, is based on the initial adoption of user behavior characteristics. The dependent variable of ECM is the intention of continuous use rather than the actual behavior. This model ignores the repeated use of behavior and it evolves into user habits. Limayem(2003) thought user habit was a negative moderating variable of the relationship between continuous use intention and continuous behavior, and the moderating effect would gradually strengthen over time, while the main effect would gradually weaken. Therefore, this study adds the habit of this variable, refers to users automatic use of urban newspapers new communication platform. Based on the hypothesis of previous theoretical model and the experience of previous empirical research, considering the specific situation of this study, this study constructs a user stickiness influencing factors model of urban newspapers new communication platform based on the above 10 potential variables.

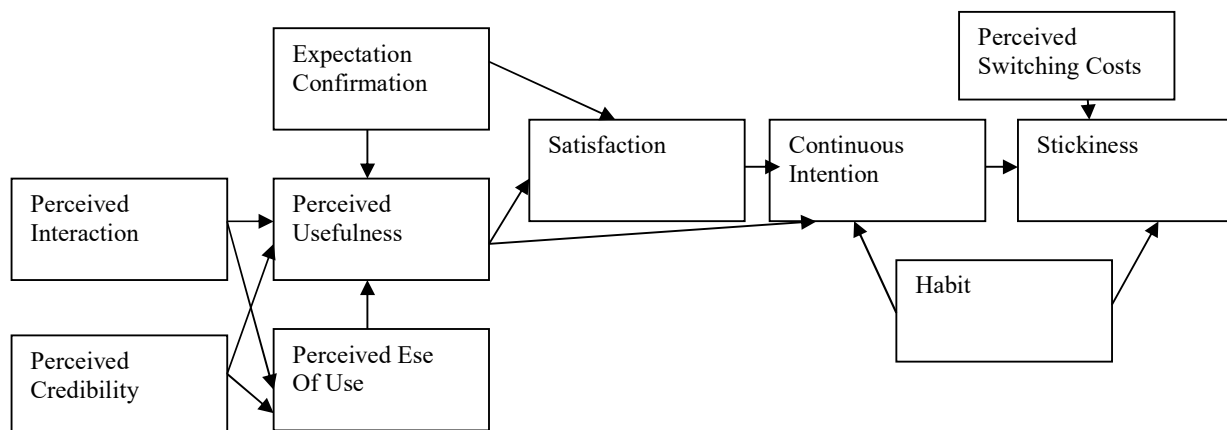


Figure 1. User stickiness influencing factors model of urban newspapers new communication platform

Variable constructs and assumptions:

### *2.1 Continuous Intention*

In the context of this study, the intention of continuous use is the intention of urban newspaper users to continue to use the new communication platform to obtain information, services. It is whether platform users are loyal to the selected new media platform. It is the key to the formation of stickiness. The measurement of continuous intention will be measured from the following aspects: whether they have the intention to continue using, whether they will use it frequently, whether they will recommend others to use it. The hypothesis of this study is as follows:

Hypothesis One: Continuous use intention has a positive effect on stickiness.

### *2.2 Satisfaction*

In this study, satisfaction refers to the overall evaluation of user experience and use effect after using the new communication platform of urban newspaper. Many studies have confirmed that the evaluation of user satisfaction is an important indicator of the intention of continuous use of the network platform. Both Bhattacharjee (2001) and subsequent studies have confirmed that satisfaction is a major factor in determining users' continued use intentions. Dang Jun(2015) by the empirical analysis stated users' satisfaction with the security, ownership, respect and cognitive needs of the products would directly determine the continuous use behavior and loyalty of users. The more satisfied users are with the experience of the new communication platform, the more strongly they intend to continue using the new platform.

Hypothesis Two: Satisfaction has a positive effect on continuous intention.

### *2.3 Perceived Usefulness*

In the context of this study perceived usefulness refers to the useful degree of urban newspaper new communication platform for users' work and life. Perceived usefulness is an important factor affecting user satisfaction and continuance intention. Many researches on new media platform prove that perceived usefulness can not only directly affect users' continuous use intention, but also indirectly affect users' continuous use intention through influencing users' satisfaction. If users think that the new media platform is not good, they will have a negative evaluation, which will affect the overall evaluation of the use of experience satisfaction, and then reduce their willingness to continue to use.

Hypothesis Three: Perceived Usefulness has a positive effect on continuous intention.

Hypothesis Four: Perceived Usefulness has a positive effect on satisfaction.

### *2.4 Expectation confirmation*

Bhattacharjee (2001) defined the expected confirmation as the degree of confirmation that the information system user expects to receive after using the information system before using it. Many studies have confirmed that the degree of expectation confirmation has a positive impact on the user experience. Xie Jinwen and Zou xia(2017) empirically study the user expectation is one of the important factors that affect the user experience of mobile news. In this study, the expectation confirmation refers to the evaluation made by the users of urban newspapers new communication platform before their use. In expectation confirmation model, expectation confirmation is the key factor that affects the perceived usefulness and satisfaction.

Hypothesis Five: Expectation Confirmation has a positive effect on perceived usefulness.

Hypothesis Six: Expectation Confirmation has a positive effect on satisfaction.

### *2.5 Perceived Ease of Use*

Davis (1989) defines perceived ease of use as the perceived ease of use of an information system, which has a significant positive impact on the perceived usefulness and intention of the user. Perceived ease of use in this study refers to the user's perception of whether the use of urban newspapers new communication platform is simple and convenient. When users feel that it is relatively easy to operate, easy to use, their willingness to use may be enhanced. So it can further play the function of the platform value.

Hypothesis Seven: Perceived ease of use has a positive effect on continuous intention.

Hypothesis Eight: Perceived ease of use has a positive effect on perceived usefulness.

### *2.6 Perceived Interactivity*

Perceived Interactivity refers to the degree of effective interaction users perceived when they use new communication platform. Considering the influence factors of stickiness, perceived interaction becomes one of the factors concerned in the study. Zhou Kai(2014) states if new media wants to increase click rate, increase user

stickiness, main link design is to enhance interactivity. The new communication platform of urban newspapers effectively supports the communication and interaction between users and media, users and users, which is conducive to enhancing the user experience and further enhancing perceived usefulness and perceived ease of use.

Hypothesis Nine: Perceived interactivity has a positive effect on perceived ease of use.

Hypothesis Ten: Perceived interactivity has a positive effect on perceived usefulness.

### *2.7 Perceived Reliability*

Perceived Reliability refers to the perception of brand trust when users use urban newspaper new communication platform. With the rapid development of social media, every user is in the sea of information. The miscellaneous and irregular information makes it more difficult for users to differentiate. Many researchers such as Chen Guoquan(2016) proposed that in the convergence development of urban newspapers, we should hold high the banner of urban newspapers, continue to strengthen the main business, highlight the brand influence of urban newspapers. The higher the degree of credibility of the user perceived urban newspaper new communication platform, the higher the degree of perceived ease of use, perceived usefulness.

Hypothesis Eleven: Perceived credibility has a positive effect on perceived ease of use.

Hypothesis Twelve: Perceived credibility has a positive effect on perceived usefulness.

### *2.8 Perceived switching costs*

Burnham et al. (2003) defines switching costs as past costs associated with customers switching from one supplier to another. The perceived switching costs in this study refers to the one-time cost incurred by users shifting to another provider of newspaper communication platform. If the user thinks the cost is lower or the cost that change to another platform is higher, they will much easier to use urban newspaper communication platform. Hypothesis Thirteen: Perceived switching costs have a positive effect on stickiness.

### *2.9 Habit*

Habit is the skills and habit that users develop with the use of information systems as they gain experience. The habit in this study refers to the inertial thinking of the user using the urban newspapers new communication platform automatically.

Hypothesis Fourteen: Habit has a positive effect on continuance intention.

Hypothesis Fifteen: Habit has a positive effect on stickiness.

Stickiness reflects the user's experience, the continuous access to the network and the continuous use of the network, and it is the trust and loyalty to the network that the user automatically produces after obtaining the pleasant experience.

## **3. Qianjiang Evening Newspaper new communication platform user stickiness questionnaire design and samples statistics**

Qianjiang evening news is the first brand of the city newspaper of Zhejiang newspaper group. It is the city newspaper with the biggest influence, the largest circulation and the largest advertising revenue in Zhejiang province, and it is also one of the first newspaper media to explore the transformation of new media. It has built a mixed media cluster including paper media, the Internet, e-commerce, mobile terminals and think tank forums. It has created a new media development matrix based on Qian newspaper network, wechat platform of Qianjiang evening news, official microblog of Qianjiang evening news and mobile client of Zhejiang 24 hours. Qianjiang evening news has 5.36 million followers on its official sina microblog account. Its wechat matrix is based on the official wechat of Qianjiang evening news, supplemented by 26 wechat public accounts of other departments, which cover culture, education, food, housing, tourism and medical care, covering all the needs of wechat users. Shen Yun(2016) stated at present it had gathered more than 3 million fan community, become the remarkable the money river evening paper phenomenon. Zhejiang 24-hour client mainly focuses on localized, practical service + information, pursuing useful, interesting and warm, striving to be the 24-hour life manager of users. It mainly faces the local audience in Zhejiang, providing users with the most complete, best and latest life information in Zhejiang, including transportation, medical treatment, health care and other services closely related to life, with personalized recommendations and man-machine dialogue of the new features. The number of users is currently around 800, 000, 200% to 300% per month growth rate, by Qianjiang evening news new media center operation. The first draft of the questionnaire is based on the literature review, referring to the domestic and foreign scholars to design the measurement scale of the research variables. In order to ensure the actual questionnaire in line with the statistical norms, the study combined with expert advice on the measurement of the repeated amendments. In order to verify whether each item of the questionnaire can measure the concept of the study, the study conducted a pre-survey on 100 users in Anhui University. The author used SPSS 19.0 to carry out

exploratory factor analysis and reliability test on the pre-survey data to ensure the reliability and validity of the final survey questionnaire. The cronbach's coefficients of 10 common factors were all greater than 0.7. The cronbach's coefficients of 34 items were 0.937, which was much higher than the critical value of 0.7, and the reliability of the whole cronbach's coefficients was ideal.

The survey is by Qianjiang evening newspaper staff through the mobile phone terminal to send questionnaires to its user base. The author's questionnaire is divided into three parts. The first part is the usage of the new communication platform of Qianjiang evening newspaper, the second part is the influence factors of user stickiness, the third part is the basic information of users. 300 questionnaires were distributed and 290 were collected. 81.82% of them were submitted by mobile phone and 18.18% were linked.

The descriptive statistics of the basic information of 290 sample data showed that the male accounted for 32.47%, the female 67.53%; 1.3% were under 18, 88.31% were 18-35, 9.09% were 36-55 and 1.3% were over 55. Educational background: 9.09% of them are junior college or below, 80.52% of them are undergraduates, 6.49% of them are master's degree candidates, and 3.9% of them are doctor's degree candidates. Income distribution: below 2000 yuan (18.18%), 2000-4000 yuan (53.25%), 4000-6000 yuan (9.09%), over 6000 yuan (19.48%). Respondents were mainly 18-35 years old, mainly with undergraduate education of middle-income groups, with the Qianjiang evening news user base is the same.

Firstly, the reliability of the questionnaire was analyzed to check the internal consistency of the questionnaire. The results showed that the cronbach's coefficients were 0.856 for perceived usefulness, 0.892 for perceived ease of use, 0.849 for perceived credibility, 0.842 for perceived interactivity, 0.837 for perceived conversion cost, 0.886 for expected confirmation, 0.900 for satisfaction, 0.859 for continuous use intention, and 0.889 for habits. The stickiness was 0.915. The cronbach's coefficient of the whole questionnaire was 0.937, with good reliability. The KMO value was 0.924, > 0.7, Barlett's chi-square was 4506.876, DF was 561, p value was 0.000, < 0.001. This shows that the questionnaire has significant internal correlation and is suitable for exploratory factor analysis. Ten common factors with more than one characteristic value were extracted from 34 measurement indexes of questionnaire data, and the cumulative explanatory variance was 70.777%, which indicated that the ten common factors extracted could better explain the information contained in the whole questionnaire.

#### 4. Data analysis and conclusion

Of Qianjiang evening news users, 24.68% used the paper version of the evening paper, 45.45% used the evening newspaper official microblog, 51.95% used the evening wechat public account, 24.68% used Zhejiang 24-hour service, and 22.08% used others. This shows that a large number of users are used to paying attention to information through the media wechat public account and media official micro-blog. Attracting users to use new platforms which are set up by newspapers themselves is becoming more and more important. The period of users using new communication platform of Qianjiang evening newspaper is: less than six months (57.14%), 6-12 months (11.69%), 1-2 years (14.29%) and over 2 years (16.88%). The percentage of users' time spent per day is as follows:

Table 1, Qianjiang Evening Newspaper users' time spent on its new communication platform

	Less than 5 minutes	6-10 minutes	11-20 minutes	More than 20 minutes
Qianjiang Evening Newspaper official microblog	71.43%	10.39%	11.69%	6.49%
Qianjiang Evening Newspaper Wechat public account	57.14%	19.48%	18.18%	5.19%
Zhejiang 24 hours	71.43%	11.69%	12.99%	3.9%

In statistics, the process of describing and analyzing the nature and degree of correlation between two or more variables is called correlation analysis. By SPSS correlation analysis, the Pearson correlations for the above 15 hypotheses are 0.823, 0.854, 0.812, 0.784, 0.725, 0.901, 0.791, 0.889, 0.770, 0.755, 0.867, 0.812, 0.670, 0.870, 0.890. Significance (both sides) are .000, indicating that the above assumptions in the positive

linear correlation, linear correlation is significant. If the absolute value of Pearson correlation coefficient between two variables is large, and the linear relationship between variables is significant, regression analysis method is needed to find out the linear relationship between variables. Then the regression analysis was carried out by the author.

Table 2, Model summary and coefficient statistics

a. Dependent Variable	b. Predictive Variable (Constant)	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Error of standard estimate	Nonstandardized coefficient		Standard coefficient	t	Sig
						B	Standard error			
Continuance Intention	Stickiness	.823 <sup>a</sup>	.677	.672	.56687	.906 .789	.215 .063	.823	4.216 12.526	.000 .000
Satisfaction	Continuous Intention	.854 <sup>a</sup>	.729	.725	.46629	.970 .767	.195 .054	.854	4.975 14.197	.000 .000
Perceived Usefulness	Continuous Intention	.812 <sup>a</sup>	.660	.656	.53791	.909 .752	.225 .062	.812	4.041 12.069	.000 .000
Perceived Usefulness	Satisfaction	.784 <sup>a</sup>	.614	.609	.57321	.587 .807	.276 .074	.784	2.214 10.923	.037 .000
Expectation Confirmation	Perceived Usefulness	.725 <sup>a</sup>	.526	.519	.62474	.994 .713	.284 .078	.725	3.498 9.114	.001 .000
Expectation Confirmation	Satisfaction	.901 <sup>a</sup>	.812	.810	.39292	.186 .913	.189 .051	.901	.984 18.017	.328 .000
Perceived Ease of Use	Continuous Intention	.791 <sup>a</sup>	.626	.621	.53192	1.266 .690	.222 .062	.791	5.694 11.201	.000 .000
Perceived Ease of Use	Perceived Usefulness	.889 <sup>a</sup>	.791	.788	.39798	.713 .838	.181 .050	.889	3.937 16.826	.000 .000
Perceived Interaction	Perceived Ease of Use	.770 <sup>a</sup>	.594	.588	.59440	.351 .826	.297 .079	.770	1.183 10.467	.240 .000
Perceived Interaction	Perceived Usefulness	.755 <sup>a</sup>	.569	.564	.61187	.693 .763	.278 .077	.755	2.489 9.958	.015 .000
Perceived Credibility	Perceived Ease of Use	.867 <sup>a</sup>	.753	.749	.43542	.426 .873	.217 .058	.867	1.959 15.101	.054 .000
Perceived Credibility	Perceived Usefulness	.812 <sup>a</sup>	.660	.655	.51061	.912 .770	.232 .064	.812	3.925 12.056	.000 .000
Perceived Switching Costs	Stickiness	.670 <sup>a</sup>	.449	.441	.72489	1.069 .630	.275 .081	.670	3.893 7.815	.000 .000
Habit	Continuous Intention	.870 <sup>a</sup>	.756	.753	.50819	.263 .898	.212 .059	.870	1.236 15.258	.220 .000
Habit	Stickiness	.890 <sup>a</sup>	.793	.790	.46865	.512 .882	.178 .052	.890	2.883 16.939	.005 .000

From the statistical table, we can see that the explanatory power of constant satisfaction to dependent variable expectation confirmation (0.328) is not significant, the explanatory power of constant perceived ease of use to dependent variable perceived interaction (0.24) is not significant, and the explanatory power of constant perceived ease of use to dependent variable perceived credibility (0.054) is not significant. The explanatory power (0.220) of constant intention to use continuously to dependent variable habit is not significant. The other 11 groups of constants and dependent variables are less than 0.05, the adjusted R<sup>2</sup> is about 0.5, the fitting effect is better. Hypothesis 1, hypothesis 2, hypothesis 3, hypothesis 4, hypothesis 5, hypothesis 7, hypothesis 8, hypothesis 10, hypothesis 12, hypothesis 13, hypothesis 15 are all valid.

From the analysis of above data, continuous intension, perceived conversion costs, habit have positive impact on user stickiness. The platform can cultivate users' habit of using, enhance users' continuous intension, increase users' perceived conversion cost to enhance users' stickiness. Media convergence is the integration of various media resources and production factors through process optimization and platform reengineering, and the integration of information content, technology application, platform terminal and management means. Urban newspapers have the brand superiority which has been accumulated for a long time, by the high quality content production, close to the citizen life and good life services. Under the whole media dissemination pattern, urban newspapers need to strengthen its new brand image promotion, through the conformity high quality resources and the connection with users' personal service. They can establish and strengthen urban newspapers' new brand image in users' hearts, therefore enhance users' continuous intention.

Perceived usefulness and perceived ease of use positively influence continuous intention, and influence stickiness through continuous intention. Satisfaction also has a positive effect on users' intention of continuous use. Urban newspapers need to let existing users and potential users understand the usefulness and ease of use of the new mixed platform. Urban newspapers can recommend personalized information to users through big data technology and artificial intelligence technology to enhance the degree of connection between information and users and enhance users' perception of usefulness. Perceived interactivity and perceived credibility can also help users to enhance perceived usefulness, and thus enhance users' continuous intention. Urban newspapers should innovate media platform to strengthen the interaction design with users, and offer interactive products and services with users of high-frequency. The participation of artificial intelligence has provided a vast imagination space for the upgrade of the traditional newspaper industry model. With the use of artificial intelligence and big data analysis capabilities, the media will take a lighter and faster step in the transformation. The development trend of the future media is intelligent media, which is based on artificial intelligence, with mobile Internet, big data, virtual reality, human-computer interaction as the technical support system. Future media can achieve information matching, media self-evolution. Urban newspapers will evolve and upgrade in the process of the new technology.

### 5. Limitation of research

The study combined with the expectation confirmation model to analyze the factors affecting the stickiness of urban information media users. In the aspect of user research, the sample size is limited, which to some extent affects the scientific and accuracy of data analysis. The research mainly unifies the questionnaire survey way to carry on the information the collection, if can assist the depth interview the research method, has the pointed in the insight user's use experience aspect. The factors that influence the user stickiness of the new communication platform of metropolis daily are different in different platforms. For example, in the platform of news client of metropolis daily, the factors such as visual design, interface design and the cultivation of user habits are more prominent, which need to be further refined. In the future research, it will be further improved.

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