Research on the Impact of Information Quality on Educational WeChat Official Account Users' Continued Use Intention: Based on the ECM-IS Model

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ABSTRACT

Along with the vigorous development of WeChat official accounts, the number of education WeChat official accounts is increasing day by day. Society's emphasis on education issues extends to the WeChat Official Accounts and other social networking platforms. How to attract users and maintain the willingness of users to continue to use is an important issue for the operators of such public accounts to consider. Information is the main content of the educational WeChat official account, and the evaluation of its quality will directly affect the perception of the educational WeChat official account and then affect the user's willingness to use it. Therefore, based on the perspective of information quality and the ECM-IS model as the research model, this paper subdivides information quality into five dimensions, including comprehensiveness, timeliness, accuracy, relevance, and perceived interestingness, and establishes a theoretical model of the influence of educational WeChat public account information quality on college students' willingness to continue using. This study will have a certain reference value for the education of WeChat operators' practical operation and user stickiness.

Keywords: Educational WeChat official account, information quality, ECM-IS mode, the intention of continuous us.

INTRODUCTION

In August 2012, WeChat launched an official account, which initially revealed its media attributes. Enterprises, public institutions, mass media, social organizations, and individuals have successively registered WeChat official accounts to gain users' attention by pushing information to users so as to expand their influence and obtain economic and cultural benefits (Xu *et al.*, 2015). With the development of the WeChat public platform, educational WeChat public accounts have sprung up like bamboo shoots after a spring rain (Guo & Huang, 2020). People's attention to education is directly reflected in the highly used WeChat public platform (Xu *et al.*, 2015). For the administrators of educational WeChat official accounts, although the registration of educational WeChat official accounts is relatively simple, the main premise of the WeChat official accounts is whether they can attract users to continue to use them.

At present, domestic and foreign researches on the continuous use of online education platform users have formed a relatively complete knowledge system and a relatively mature research process. However, the research period for the education WeChat public platform is relatively short, and there is little overall research, especially empirical research. The research in this field mainly focuses on the development status and communication effect of the educational WeChat public account, as well as the qualitative aspects of university libraries. Research. In addition, few scholars have studied and educated WeChat public platform users' continuous use intentions or behaviors based on the perspective of information quality. However, information is the main content presented by the Educational WeChat Official Account, and the evaluation of its quality will directly affect the perception and evaluation of the Educational WeChat Official Account, which in turn will affect the user's willingness to use it. In view of this, this study has important practical significance for the scientific evaluation of the information quality of the education WeChat public platform, as well as the accurate measurement of the user's satisfaction and the willingness to continue using the educational WeChat public account.

In this paper, the definition of an educational WeChat official account is that it is a public platform mainly for publishing and education-related articles. It disseminates knowledge content of various fields, common knowledge of popular science life, releases educational news and educational trends, etc. (Wang *et al.*, 2019). The target audience is college students. Taking educational WeChat official accounts as the research object, based on the ECM-IS model, which can explain the user's behavior of continuous use of an information system, this paper explores the influence of information quality of such official

accounts on user satisfaction and intention of continuous use. The results of this study can provide a reference for educational WeChat official account to improve user satisfaction and user stickiness and provide a reference for educational WeChat official account operators to improve the release of information. In addition, this study can help to fully understand the influence mechanism of educational WeChat official account information quality on college students' willingness to continue to use, and supplement the relevant research in the field of online education.

LITERATURE REVIEW

Research on Educational WeChat Official Accounts

At present, scholars have less research on educational WeChat official accounts, but the scope of research is more extensive. It mainly studies the development status quo and communication effect of educational WeChat official accounts, as well as online education of colleges and universities and public welfare. Yang (2013) explored the current situation and improvement path of educational WeChat official accounts. Guo and Huang (2020) took 39 university libraries in China as research objects and explored how the WeChat platform could improve information literacy education. Wei-Qiong (2017), based on the limitations of current new media in ideological and political education, explores how WeChat public accounts play a role in ideological and political education in colleges and universities. Gao and Wang (2017) believe that mobile terminals provide support for digital map micro-learning, and WeChat public accounts can spread micro-content, promote learners' learning, and have a positive impact on digital map mobile teaching.

Research on Information Quality

Based on the research background of this paper, the research on information quality in the field of information system management is mainly sorted out. Some scholars mainly studied information quality as an explained variable in the aspects of information content, user perception, and new media websites. For research on information content and user perception. Scholars study information content or information perception individually or combine the two together. Wilson *et al.* (2021) believe that features such as accuracy, reliability, completeness, and timeliness are essential to the information quality of agricultural information systems. Jayasinghe *et al.* (2020) evaluated the readability, usability, and reliability of information quality for COVID-19 searches on public websites such as Yahoo and Google. Schamber *et al.* (1996) believe that clarity, cost, effectiveness, reliability, and relevance are the five main indicators of the user-generated information quality evaluation index system. For new media and knowledge-based website information quality research. Stvilia *et al.* (2009) evaluated the quality of consumer online health information through five dimensions, including completeness, accuracy, authority, usefulness, and accessibility.

Some scholars take information quality as a single independent variable or several dimensions as explanatory variables. When Seddon (1997) revised the success model of the information system, he found that information quality will have a direct positive impact on perceived usefulness and user satisfaction. Jiang *et al.* (2021) discussed the impact of the information quality of social media review platforms on the process of consumer information adoption. Filieri and Mcleay (2014) studied passengers' information adoption behavior based on the fine processing possibility model. They found that central clues such as relevance, accuracy, and timeliness of the information and marginal clues such as commodity ranking will have a significant impact on passengers' comment information adoption behavior.

Research on Users' Willingness to Continue to Use

When using Internet software, it is very important for users to maintain continuous use behavior after their initial adoption behavior (Bhattacherjee, 2001). Therefore, it is an important topic to study the user's intention of continuous use. According to the research purpose of this paper, this paper mainly analyzes the research on the intention of continuous use of online education users based on a new media platform. Many scholars will integrate the theory of expectation confirmation, technology acceptance, and planned behavior to study the user's intention to continue using. Among them, there are more studies on the intention and behavior of users to continue using MOOC scenarios. For example, Based on the extended expectation confirmation model, Dai *et al.* (2020) introduced new cognitive and affective variables such as curiosity and personal traits to study users' willingness to continue using in the MOOC context. In addition, some scholars have studied users' willingness to continue using online education resources as a whole. For example, based on the ECM model, Sihao *et al.* (2020) studied the factors affecting students' willingness to continue learning on online education live streaming platforms.

Research Review

To sum up, the related research on the WeChat official account is still in its initial stage of development. Although the scope of research is relatively extensive, there is no in-depth empirical study. In the field of information systems, the research on information quality is relatively mature. Information quality can not only affect user response and behavior as explanatory variables but also become an important index to evaluate information systems as explained variables. Under the background of online education, many scholars explore the influence mechanism of users' willingness to continue to use by combining different perspectives and scenarios based on the traditional theories such as expectation confirmation, technology acceptance, and planned behavior. In the past, the psychological mechanism of WeChat users' behavior has not been thoroughly explored. In addition, information is directly presented and presented to users directly by public numbers. From the perspective of information quality, the official account users can effectively explore the intuitive experience and feelings of official account users. In view of this, based on the characteristics of the WeChat official account, we want to divide the information quality into several dimensions to explore the impact mechanism of users' continuous use intention.

THEORETICAL BASIS AND RESEARCH HYPOTHESIS

Theoretical Basis and Research Model Construction

Theoretical basis

The ECM-IS model was developed by Bhattacherjee, who applied the expected confirmation model to the field of information systems. Scholars often use this model to study the continuous use behavior of information systems (Halilovic & Cicic, 2013). According to this model, after a user uses an information system for the first time, his perceived usefulness and satisfaction will directly affect his willingness to continue using the information system, and in addition, perceived usefulness and expected confirmation will affect his satisfaction (Bhattacherjee, 2001). Therefore, based on the ECM-IS model, this paper will build a theoretical model of information quality on users' willingness to continue using under the background of educational WeChat official accounts.

Research model construction

Official account and official account of WeChat official account for the development of education. The users' needs and feelings of educational WeChat are different. So they will have a different evaluation of the information quality of the WeChat public address. Even if the same user has different satisfaction on the same WeChat public information, the satisfaction will be different. These factors will affect users' willingness to continue to use to a certain extent. When constructing this research model, we should take full account of the user's evaluation of the various dimensions of the information quality of the WeChat official account. Through relevant literature research and based on the ECM-IS model, user satisfaction was introduced as an intermediary variable of educational WeChat users' evaluation of public account information quality, and at the same time as an antecedent variable affecting users' willingness to continue using. Combining the characteristics of the educational WeChat official account, construct a conceptual model of the relationship among the five dimensions of information quality, including comprehensiveness (COM), timeliness (TIM), accuracy (AUC), relevance (REE), and perceived interestingness (PI), user satisfaction (SAT)and user continued intention to use (CI), to explore education The mechanism that affects the information quality of a WeChat official account on its users' willingness to continue using it. The model of this paper is as follows (Figure 1). Comprehensiveness is the information that WeChat's official account is rich, complete, and detailed, which enables users to get extensive learning information. Timeliness is the timely updating of the WeChat official account, enabling users to get real-time and up-to-date learning information. Accuracy means that the education WeChat not only provides correct and reasonable information but also has less irrelevant information, which is conducive to users' search. Relevance means that the information provided by the education WeChat is of great help to users' work and learning. Perceived interest means that the education WeChat provides interesting information. User satisfaction refers to a demand satisfaction state generated by users' comprehensive evaluation of the educational WeChat information quality. The user's continuous use intention refers to the user's subjective desire to use the educational WeChat in the future after using the educational WeChat.
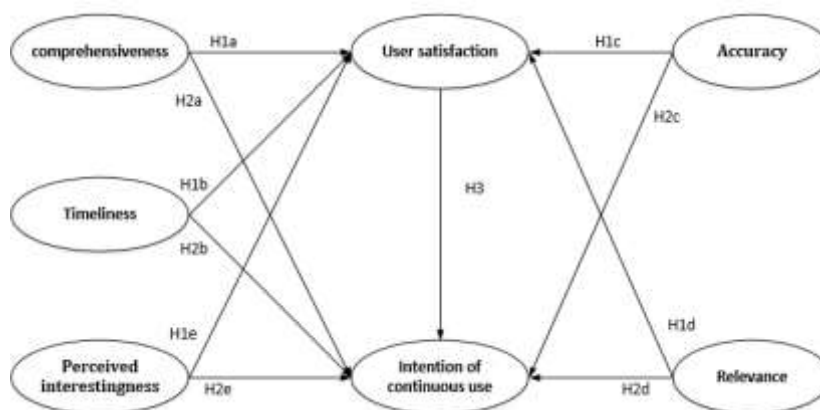

Figure 1: Theoretical model.

Research Hypothesis

Assumptions between information quality and user satisfaction

In the field of information systems, many studies show that information quality has an impact on user satisfaction. In their research on O2O mobile shopping applications, Kim *et al.* (2021) found that information quality has a significant positive impact on consumer satisfaction. When Sultono *et al.* (2016) studied the academic information system of the University of Education Indonesia, he found that the information quality of the academic system significantly affected user satisfaction. The WeChat official account mainly provides users with information about learning. It is precise because of the characteristics of the official account that the user's evaluation of the official account information quality is particularly important. If the information provided by official accounts meets the needs of most users for knowledge information and makes the information obtained by users more accurate on the condition that it is updated in time, then users' satisfaction with such public accounts will be relatively high. As the target audience of this article is college students, interesting and lighthearted articles are more popular with students. Therefore, this paper puts forward the following hypotheses:

H1a: Information comprehensiveness of educational WeChat official accounts positively influences user satisfaction

H1b: Information timeliness of educational WeChat official accounts positively influences user satisfaction

H1c: Information accuracy of educational WeChat official accounts positively influences user satisfaction

H1d: Information relevance of educational WeChat official accounts positively influences user satisfaction

H1e: Information perceived interestingness of educational WeChat official accounts positively influences user satisfaction

Assumptions between information quality and users' willingness to continue to use

In the study of users' intention or behavior of continuous use, information quality and other variables simultaneously exert direct or indirect influence on users' intention or behavior of continuous use. Alraimi *et al.* (2015) believe that perceived fun is the core factor affecting users' behavioral intention to continue using. Li and Shang (2020) took information quality as one of the main dimensions of e-government service quality and found that e-government service quality had a significant impact on citizens' willingness to continue using it. When obtaining information from the educational WeChat official account, the user will evaluate the information quality of the official account after the initial experience and decide whether to continue using the WeChat official account according to its evaluation. The richness, correctness, timeliness, and pleasure of the official account information will affect the user's decision to continue using the WeChat official account to some extent. Therefore, this paper puts forward the following hypotheses:

H2a: Information comprehensiveness of educational WeChat official accounts positively influences sers' willingness to continue using

H2b: Information timeliness of educational WeChat official accounts positively influences sers' willingness to continue using

H2c: Information accuracy of educational WeChat official accounts positively influences sers' willingness to continue using

H2d: Information relevance of educational WeChat official accounts positively influences sers' willingness to continue using

H2e: Information perceived interestingness of educational WeChat official accounts positively influences sers' willingness to continue using

Assumptions between user satisfaction and users' willingness to continue using

In the information system, satisfaction is a positive emotion of recognition to the information system, which can have a positive impact on users' willingness to continue using (Bhattacherjee, 2001). Sihao *et al.* (2020) found that students' satisfaction with online live broadcasting platforms significantly positively affects their willingness to continue learning. Jumaan *et al.* (2020) found that Internet users' satisfaction, perceived usefulness, and cognitive absorption have a significant positive impact on their willingness to continue using. In the educational WeChat public platform, if the information of the educational WeChat official account meets or exceeds users' expectations, then compared with other new media or public accounts that provide educational information, users are willing to spend more time and energy on the education WeChat official account to obtain the beneficial information for themselves. Therefore, this paper puts forward the following hypotheses:

H3: User satisfaction positively affects users' willingness to continue using

EMPIRICAL ANALYSIS

Questionnaire Design and Data Collection

This paper collects data about the influence of information quality of educational WeChat public accounts on users' willingness to continue using in the form of a unified questionnaire and uses a Questionnaire to sort out the collected data. On the basis of the mature scale of previous studies and the basic characteristics of educational WeChat public account information, the initial questionnaire was designed, the predictive test was conducted in a small range, and the final questionnaire was formed by modification according to the feedback. The questionnaire of this study mainly includes the measurement of variables and the basic information of respondents. In the part of the variable measurement, there are seven variables and 26 variable measure items. These items mainly refer to the studies of scholars such as Balog (2011) and Bhattacherjee (2001). The part of basic information includes the user's gender, educational background, the channel of paying attention to WeChat, the history and frequency of using WeChat. The Likert 5-level scale was used in the questionnaire. According to the degree of agreement with the questions, the questionnaire was divided into strongly disagree, relatively disagree, generally agree, relatively agree, and strongly agree, with 1-5 points, respectively. This paper takes college students who have used educational WeChat public accounts as the objects of investigation and collects questionnaires by issuing paper questionnaires and online questionnaires in WeChat circle of friends and QQ group. A total of 364 questionnaires were collected, and 322 valid ones were obtained after eliminating invalid ones, such as incomplete ones and large deviations.

According to the descriptive analysis of the samples, girls accounted for 73.29%, while boys accounted for 26.71%. ; In terms of educational background, 83.23% of the students received bachelor's degrees, and 16.77% of the students received master's degree or doctor's degree. Among the respondents, 54.35% of users have been following such WeChat public accounts for more than six months. Users use educational WeChat official accounts 1-3 times and 4-6 times each month. The respondents mainly paid attention to educational WeChat public accounts through three channels: friend recommendation, active search, and article attention.

Data Analysis and Results
Reliability test
Reliability reflects the stability and reliability of the scale. The higher the reliability, the higher the reliability of the scale. In this study, the questionnaire data were processed by SPSSAU software, and the Cronbach's α coefficient of each variable was used to verify the reliability of the scale. According to the standards of Hair *et al.* (1998), Cronbachs α coefficient above 0.70 was the acceptable minimum reliability value. As can be seen from Table 1, the Cronbach's α coefficient of the total table was 0.937, and the Cronbach's α coefficient of all latent variables was greater than 0.7, indicating that the scale in this study had high reliability.

Table 1: Reliability and convergence validity of survey data.

Latent variable	Number of questions	Cronbachs alpha coefficient	AVE value	CR value
COM	4	0.776	0.470	0.779
TIM	3	0.755	0.506	0.753
AUC	4	0.705	0.370	0.700
REE	3	0.754	0.499	0.749
PI	5	0.832	0.501	0.833
SAT	4	0.820	0.536	0.821
CI	3	0.786	0.552	0.787

Validity test
Validity reflects the validity degree of the variable measurement items. In this study, convergence validity and discriminant validity were used to test the validity of the scale. In terms of convergence validity test and analysis, the acceptable range of average variance extraction value, namely the AVE value, is 0.36-0.5. Under ideal conditions, the AVE value needs to be greater than 0.5 (Hair *et al.*, 1998), and the general standard of the AVE value is greater than 0.4. As can be seen from Table 1, the AVE value of comprehensiveness and correlation is slightly lower than the ideal level of 0.5 but meets the general standard. The accuracy of the AVE value is within the acceptable range, slightly below the general standard; AVE values of timeliness, perceived interestingness, user satisfaction, and willingness to continue using are all greater than the ideal level of 0.5. According to the standards of Hair *et al.* (1998), the lowest level of CR value is 0.7. The combined reliability of all latent variables in this paper, i.e., CR value, is greater than 0.7. In general, the questionnaire in this study has good convergence validity.

In terms of discriminant validity test and analysis, the arithmetic square root of AVE value of each latent variable is greater than the correlation coefficient with other variables (as shown in Table 2), indicating that the discriminant validity of the scale in this study is good (Fornell & Larcker, 1981).

Table 2: Discriminative validity analysis table.

Measured variables	COM	TIM	AUC	REE	PI	SAT	CI
COM	0.685						
TIM	0.551	0.711					
AUC	0.535	0.480	0.609				
REE	0.537	0.612	0.588	0.706			
PI	0.499	0.496	0.465	0.547	0.708		
SAT	0.576	0.541	0.591	0.617	0.673	0.732	
CI	0.541	0.464	0.529	0.533	0.621	0.716	0.743

Model fitting and hypothesis testing
SPSSAU is used for model fitting and empirical analysis. As can be seen from Table 3, all the fitting indexes have reached the standard of the reference value, indicating that the data collected have a good degree of fitting with the model as a whole.

The hypotheses of the model were tested, and the results are shown in Figure 2. There were 11 hypotheses in total, most of which were verified, and only four hypotheses failed to pass the verification. Timeliness has no significant positive effect on user satisfaction, nor does it have a significant effect on the willingness to continue using. That is to say, H1b and H2b are not valid. Accuracy and correlation have no significant positive effect on the intention to continue using. That is, hypotheses H2c and H2d are not valid.

Table 3: Model goodness of fit test.

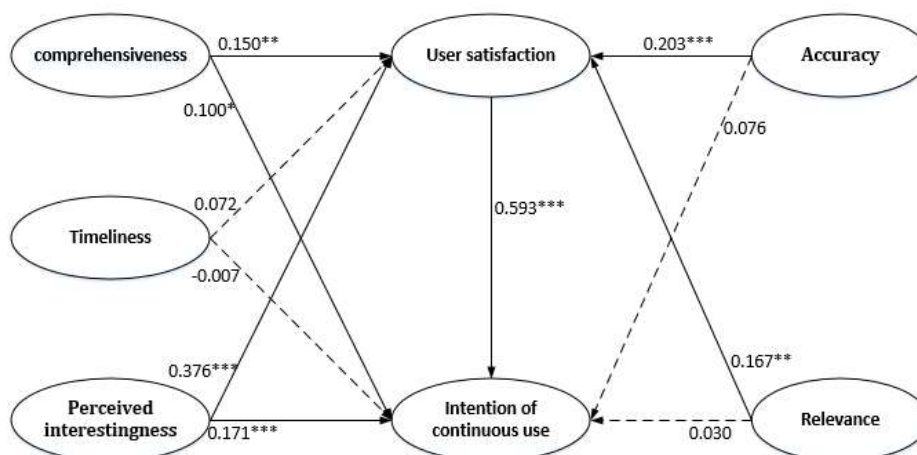| Fitting index	reference	Measured value
χ^2/df	<3	1.711
GFI	>0.8	0.896
AGFI	>0.8	0.869
RMSEA	<0.08	0.047
IFI	>0.9	0.946
NFI	>0.8	0.880
CFI	>0.9	0.946
NNFI	>0.9	0.937

Figure 2: Model hypothesis test results.

RESULTS AND DISCUSSION

Conclusion

Based on the ECM-IS model and according to the characteristics of educational WeChat official accounts, this paper introduces five variables, including comprehensibility, timeliness, accuracy, relevance, and perceived interestingness, to build a model of the influence of educational WeChat official accounts information quality on the intention to continue using, and adopts an empirical method to analyze. The main conclusions of this study are as follows:

The comprehensiveness, accuracy, relevance, and perceived interestingness of educational WeChat official account information have a significant positive impact on user satisfaction, which in turn has a significant positive impact on continued use intention. The conclusion verifies that the user's satisfaction with the quality of the education WeChat official account has an impact on the user's willingness to continue using it. This is consistent with the results of previous studies. It can be seen that user satisfaction is largely affected by the comprehensiveness, accuracy, relevance, and perceived interest of WeChat official account information. This is in line with the actual situation of users using this kind of WeChat official accounts. College students use educational WeChat official accounts to obtain useful information and knowledge. The comprehensive and accurate information is very important, and these factors largely affect users' satisfaction with this kind of WeChat official accounts. In addition, college students are more sensitive to interesting words and pictures, and their perception of the fun of WeChat official accounts makes them favor the official accounts. Therefore, education WeChat official accounts should pay attention to the accuracy and perceived interest of the information released, and at the same time, the construction of comprehensiveness and relevance of information should not be ignored.

The timeliness of educational WeChat official account information has no significant impact on user satisfaction and intention to continue using. Contrary to the hypothesis, timeliness has a slight negative impact on intention to continue using, but the impact range is small and can be almost ignored. When college students get information from the educational WeChat official account, they may not be sensitive to the timely update of information, or they may not know the latest learning content, which makes them unable to evaluate the information quality from the aspect of the timeliness of the information and generate a sense of satisfaction and the willingness to continue to use it. In addition, user satisfaction does not have a significant mediating effect in the impact of timeliness on users' continuous use intention, which is in line with the assumption that timeliness does not have a significant impact on user satisfaction.

The comprehensiveness and perceived interestingness of educational WeChat official account information has a direct and significant positive impact on users' willingness to continue using. However, the accuracy and relevance of official account information have no significant positive impact on users' willingness to continue using. The results show that college students can have a direct perception of the comprehensiveness and interestingness of the official account information when they first

use the educational WeChat official account. With the increase of the number of users and the increase of familiarity, they have a more comprehensive understanding of the comprehensiveness of the official account information and the degree of entertainment interest. The accuracy and relevance of information quality require users to experience the first use to verify the truthfulness, search convenience, and usefulness of the information. Accuracy and relevance affect the user's intention to continue using behavior through the satisfaction and satisfaction generated by the user's investigation of the official account after use.

Management Enlightenment

For the official account of WeChat, the conclusion of this paper will help operators to relocate and reflect on the future development path of the WeChat official account so as to meet the actual needs of more college students, and even the needs of other users, in order to enhance customer satisfaction and enhance user stickiness. From the research conclusion: first, operators should pay attention to the comprehensiveness of the information presented. Operators can continuously improve the function of the WeChat official account, enrich the knowledge and information content of the official account, and provide information to users in different needs to get users' satisfaction. At the same time, the recommendation of fragment information should be reduced to avoid information deviation. Second, creators should not pursue the update speed too much but pay more attention to other aspects of content. Although the push article will automatically show the time of information update, the satisfaction of college students with information will not be affected by the timeliness of information, so operators should pay attention to the construction of other aspects of information quality. Third, operators need to use authoritative information sources. Authoritative information sources can ensure the accuracy of the information and help users improve learning efficiency. Fourth, the operator needs to provide relevant information in line with the user's learning characteristics. The improvement feedback can be obtained by means of network surveys and online comments so as to reduce the recommendation of irrelevant information and reduce the negative emotions such as fatigue and pressure caused by information overload. Fifth, operators need to improve users' interest in reading. Users' psychological perception is the key factor affecting their behavioral intention. Interesting pictures and words can reduce reading fatigue, improve users' interest, and be more in line with the psychological characteristics of college students.

Research Limitations

Under the official account of WeChat, this paper explores the influence of public information quality characteristics on user behavior, enriching the academic research of the WeChat official account. However, there are still some deficiencies in the research: first, there are many factors affecting user satisfaction and its willingness to continue to use, and this research model can not be listed one by one for discussion. Other influencing factors can be considered in future research to supplement and expand this study. Secondly, this study only focuses on the continuous use intention of educational WeChat to college students. Future research can explore various influencing factors and formation mechanisms of users' initial use and even combine the two to systematically analyze the overall mechanism of educational WeChat users' use intention. Thirdly, this study does not discuss other possible intermediary processes, which can be analyzed from the aspects of user characteristics and social impact in the future. Finally, this article does not differentiate the educational WeChat official account. Different types of official accounts have different characteristics. Future research can investigate and research official educational accounts for a certain feature to get more targeted results.

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